

CONT. OF NO.

SEP 24 1910

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXII.

NEW YORK, SEPTEMBER 22, 1910.

No. 12.



To create, to foster and establish that which is known as the biggest and most efficient advertising organization in the world has taken, in time alone, something in excess of forty years.

More than the years, it has taken men of high principle—men of patience—men of unbounded business energy, of the personality that attracts and holds other men of like calibre.

One aim always in view—to bring together men who could qualify in the doing of the job—making advertising of the kind that pays the advertiser.

That this definite aim has been accomplished finds full exemplification in the fact that, beginning with but two, today over three hundred experienced people give the best that is in them to preserve and further that which those before and with them have so successfully attained.

The business house that seeks in advertising all that time, perseverance, energy, organization and experience can give, is the business house with which it is our desire and purpose to do business.

Philadelphia

New York

Boston

Chicago

Reading Matter for the Farm Home

The readers of The Breeder's Gazette receive 52 issues annually of from 44 to 68 pages, aggregating in all about 3,000 pages, in size 10½ x 15 inches.

These 52 issues are divided into two volumes of six months each, containing a great variety of the very best reading matter of interest to every member of the farmer's household, together with hundreds of beautiful pictures of farm live stock, general farm scenes, views taken at the fairs and shows, plans of buildings, etc., all created expressly for the exclusive use of The Gazette, and printed on fine paper from new type.

In addition, every yearly subscriber is presented with a beautiful Holiday Number of more than 100 pages printed in colors and illustrated with as beautiful engravings as are ever put on a printing press.

The circulation of The Breeder's Gazette is always referred to as "of the quality kind," and undoubtedly the facts outlined above account for the quality of the readers that solicit its weekly visits.

Every publication with a bona fide subscription list (a paper not distributed gratuitously) unquestionably reflects in its make-up and contents the intelligence and mode of life of the people who read it.

Before you spend your money, why not be sure that the paper you are going to patronize is read by the kind of people that ordinarily buy your goods.

There are as many kinds of "circulation," so called, as there are grades of character in mankind.

It will pay every business man who is spending money for printer's ink to assure himself that the people who read the paper in which he advertises are of a class or grade that can be interested in his product. If they are not, no amount of printer's ink will make buyers of them.

The Breeder's Gazette goes every week to the homes of more than 80,000 high-class country people, who have paid in advance for their subscriptions. This list of readers grows every year in spite of the fact that no inducement other than The Gazette itself is offered to subscribers, and their names removed from its list immediately the period for which they have paid has expired.

Please ask for a copy of The Gazette. The paper tells its own story. It carries more advertising at its published rate than any other publication of its class in the world, and it is clean advertising in every sense of the word. Kindly address

The Breeder's Gazette
358 Dearborn Street, Chicago, Illinois, or



Geo. W. Herbert,
Western Representative,
First Nat'l Bank Building
Chicago, Ill.

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York, N. Y.

Member of the Standard Farm Paper Association

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII.

NEW YORK, SEPTEMBER 22, 1910.

No. 12.

DANGERS LURKING IN THE SALES COMPANY PLAN OF SELLING.

MANUFACTURERS CRIPPLED BY TOO FREE CONTRACTS — HOW SOME HAVE BEEN "STUNG"—FAILURE TO MAINTAIN PRICES OR UPHOLD BROAD INTERESTS OF MAKER—BEST PLAN TO HOLD ACTIVE INTEREST IN SALES COMPANY.

By Lynn G. Wright.

"When watched," said a manufacturer recently, "the sales corporation is a forceful contrivance. But keep your eye on it, or you are apt to be sorry!"

What he meant is illustrated in the experience of a flourishing medicine company. Two ambitious young men approached this concern with a proposition that they be allowed to have exclusive selling rights in the metropolitan district. They bonded themselves to deliver to the parent company a certain number of sales a month. Inasmuch as these guaranteed sales were much higher than had ever come out of New York and vicinity, the medicine manufacturers only too readily agreed to the proposition. They contented themselves with investigating the reliability of the bondsmen and with a contract that put the agreement clearly into writing. This was signed by both parties.

The young men incorporated a sales company and got busy. They took on three or four other specialties and then began to work for all it was worth their acquaintanceship with the trade. They urged upon the retailers the virtues of the medicine and showed them how forcefully the sales corporation was backing up the advertising of the medicine manufacturers. They found it

comparatively easy to load the merchants up to their eyes with goods sold for cash.

They did the same thing with the other specialties whose sales in their district they controlled.

Then came the sure case of acute commercial indigestion. The consumer refused to consume and soon the merchants found themselves loaded to the gunwales with slow-moving merchandise. Where until then orders had flooded in from the sales corporation, now complaints from the retailers took their place. The latter peevishly wanted to know why the advertising wasn't selling the goods. They intimated that the medicine was poor stuff and that the manufacturer was only cutting his own throat by thus stinging the trade.

The officers of the parent medicine company were in despair. They grabbed the contract from their strong box and examined its provisions. The young fellows were fulfilling the letter of their agreement precisely. But the manufacturers suffered that all-gone feeling when they satisfied themselves that they were not protected from any tricky sleight of hand selling work which the sales company might choose to carry on.

And the sales company *had* resorted to wiles. Instead of working in close relationship with the policies of the parent house and instead of keeping in mind the welfare of the product six months hence, the clever young twain had "bilked" the line, and, after cleaning up a tidy sum from the medicines and the other specialties, stood "out from under."

The individuals of the sales company netted about \$50,000 from a few months' work. The long and the short of it was that they had taken unfair advantage

of their opportunities and had "ditched" the products.

Legally, their skirts were clean. They had lived up to their agreement; they had turned into the parent company the contract number of orders. But they had yielded to the temptation to make their get-away with a neat amount of cash, throwing to the winds considerations for the continuous good repute of the remedy.

Thus the medicine manufacturer learned painfully that a thing is not sold till the consumer buys it. For their own particular purposes, the two young men regarded the medicine as sold after the retailers had taken it into stock. In this instance the contract was at fault. The manufacturer had renounced sales control in an important district, without hedging the sales company about with restrictions that would protect the product from being illegitimately handled.

The sales corporation as an adjunct to the manufacturing concern is a comparatively modern invention. It is full of promise, but manufacturers in their eagerness to sell would do well to approach the proposition with a full appreciation of the dangers which this active little corporate wrinkle may run them into. Like a package of dynamite, it is exceedingly efficient when put to its proper purposes of selling with all due regard for the manufacturer's welfare, next year as well as this; again, like dynamite, it can blow large ragged holes in a manufacturer's business if it is handled carelessly.

Because he did not foresee all the peculiar directions in which its selling might be pointed a Brooklyn manufacturer is trying to make up a year's time which he has lost in pushing his product in the United States.

Fourteen months ago one of the firm's star salesmen went into the "old man" and argued plausibly. "You know how to make this specialty from beginning to end. I know how to sell it. You know me and respect me for what I have done. I know and respect your abilities as a manufac-

turer. Let me take all the selling off your hands. You will be saved the details of selling which are bothering you now and I will guarantee you more sales."

The manufacturer listened to the voice of temptation and was lost. He drew up a contract which without a doubt gave him a bigger year's profit than he had theretofore been getting.

The salesman came over into Manhattan and organized a sales corporation. He studied the field carefully, going over the sales record of four or five years. After a month's investigation he decided that he could most surely live up to his selling contract if he cultivated the foreign field.

He very efficiently made his connections with the export houses and became a large user of space in the export journals, particularly those going to South America.

As he had hoped, there proved to be a large waiting demand in South America. Egged on by the necessity of placing the full year's product of the plant at a profit to himself, he gradually lessened his selling efforts in the United States territory and concentrated upon developing the foreign demand. Two orders could be secured abroad where one could be booked in this country. He was no more than human in thus following the line of least resistance. He withdrew some of his best men who had been doing excellent work in the United States and Canada and sent them to curry South American favor.

He produced the stipulated amount of business. The manufacturer was joyful at seeing the new arrangement working so well and did not for a time take the trouble to ponder over the fact that the demand in the United States was rapidly slackening as the orders through the export houses increased. He had built up a solid reputation at home and it was nearly a year before it seeped into his consciousness that he was injuring his manufacturing interests by thus allowing home development work to cease.

He took the matter up with his former star salesman. The latter,

Scribner's Magazine

this year has made many thousands of new friends—it is a high-grade publication with a great audience.

It is plain business common sense to advertise in Scribners at this time.

November number now being prepared. \$300.00 per page.

Charles Scribner's Sons,
153-157 Fifth Avenue,
New York

PRINTERS' INK.

having booked a very respectable profit, was somewhat cocky. "My contract reads to sell the output of your factory. I am doing it and you should be satisfied."

The manufacturer pointed out that it was against his final interests practically to forsake the home market. He had won his laurels too hardly thus to abandon them to his competitors.

The head of the sales corporation failed to understand the bearing of this broad view. Sunk into his work of selling he had alienated himself from worry about details like home trade, when he could get more abroad. The manufacturer finally played his last card, which was a high trump. He said he could not renew the contract.

That was the argument that brought the sales corporation head to his senses. He made the best of what seemed to be a bad bargain for himself. Doubtless anathemizing the crankiness of a senile manufacturer, he agreed to a new contract. This contract, the manufacturer saw to it, was written with an eye to his own large interests.

He assumed a controlling interest in the sales corporation and provided for a monthly conference. He is now closely watching the sales corporation and is working hard in the home field to make up what he has lost. Competitors have broken through his fences in various states and have made capital of the fact that he has neglected his field. When the books are balanced at the end of five years and the cost of regaining lost ground is charged, it is probable that what now appear to be nice profits on the past year's business will prove to be losses.

A manufacturer who has been through the mill and has been smartly slapped by a sales corporation offered some interesting remarks the other day to a representative of *PRINTERS' INK*.

"The head of a sales company, which is given too much independence, can queer the manufacturer by not maintaining prices," he said. "Take my case. I con-

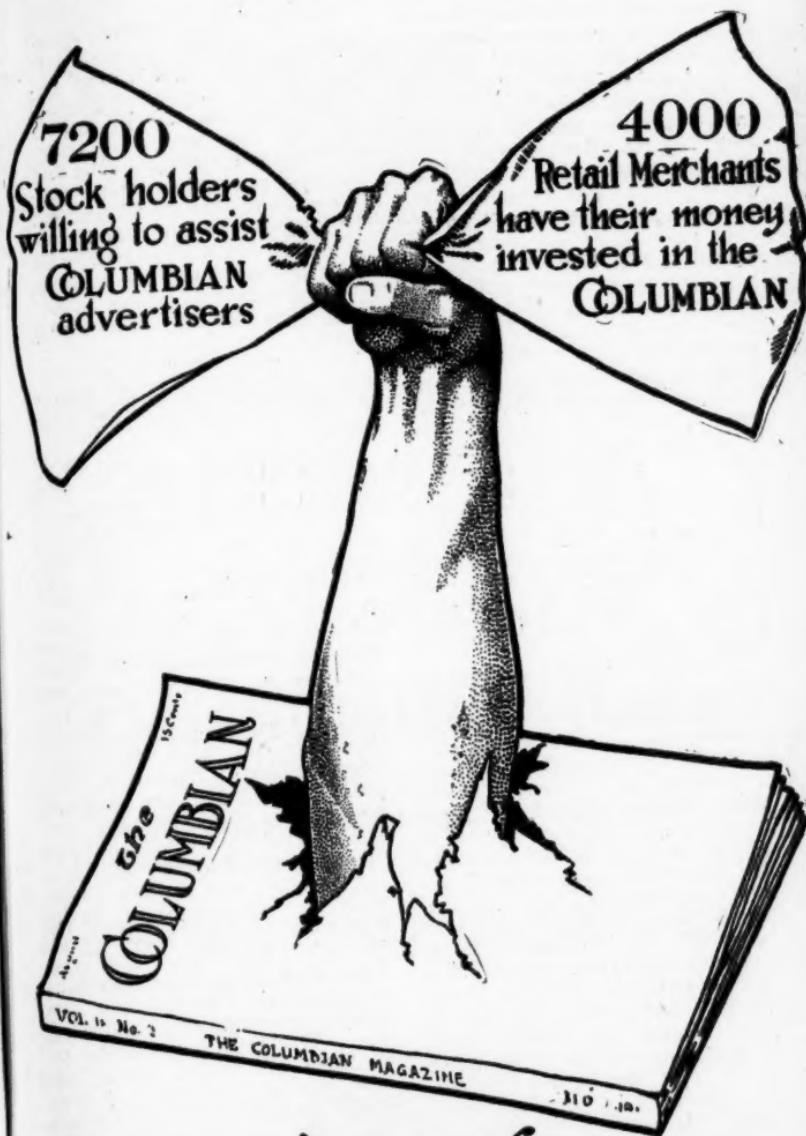
sented to the formation of a sales corporation to handle our five products. What happened? The sales company manager, left to his own devices because of my carelessness in drawing up the contract, began, in his anxiety to make sales, to 'slaughter' one product at the expense of another. He cut the price of one article in two in order to ginger up the demand for the others. He worked the 'leader' game as strongly as Macy's or Siegel-Cooper's. It was three or four months before I found out what he was up to. I was then informed by letters from old customers in the trade that the lowering of the price of the one product was injuring the whole line, which had been widely advertised. The sales company head had little regard for maintaining prices and my reputation as a wise manufacturer was suffering in consequence.

"My new contract gives me a final voice in all sales work. I am having the time of my life trying to smooth over the radical errors of selling policy practiced by the sales company."

Another well-known manufacturer was free to express his disapproval of the sales corporation.

"For me, it won't do at all. You see, stock in our concern is sold to the public. Suppose I organized a sales corporation—a separate business entity. Stockholders are keen and will suspect trickery, when really none is meant. You may remember that railroads have been accused of forming subsidiary corporations, so that when dividends on the railroad stock show signs of being too large, the profits may be credited to these dummy corporations. Some stockholders in our business, who have perhaps been stung by such a trick, would, I feel sure, instantly say that we had organized the sales corporation in order to keep more profits of the business ourself. We would be accused of keeping our dividends unjustly to an artificial minimum. We can't afford that, you know."

Within the month one large manufacturer of a household specialty has refused to renew the



The Strong Arm of Business COLUMBIAN MAGAZINE

les
ive
The
his
are
on
to
one
her.
e in
de
k
as
was
e I
. I
rom
that
the
the
dely
pany
main
ation
suf-

ne a
c. I
life
ical
cticed

ufac
s dis
ation.
You
sold
organ
sepa
hold
suspect
me is
that
ed of
tions,
n the
being
cred
orpora
n our
been
I feel
ad or
on in
ld be
dividends
imum.
know."
large
d spe
w the

P. M. RAYMOND
Advertising Manager
One Madison Avenue, New York

HUGH KAPP
Western Advertising Manager
709 Marquette Building, Chicago

contract with the former head of its sales corporation. The sales corporation had oversold the factory, but had merely loaded the trade without extending the selling co-operation that the manufacturer would have extended had the latter attended to his own selling. The sales corporation, intense in its desire to roll up orders, had divided the country into agencies and then had taken on any seemingly good man who promised to sell 200 of the specialties a month. As soon as a man was secured on this basis, he was given a territory and the sales company forwarded the order for 200. The machines were shipped from the factory to warehouses, to await the consumption promised by the field men. Only a comparative few made good by actually selling the 200 machines. The result was that warehouses all over the country were filled with machines, booked by the sales corporation as sold, but only fictitiously so.

The parent concern is now laboring to straighten out the mess. The manufacturer has taken over a controlling interest in the sales company and has put at its head a tried-out man, formerly advertising manager, who has learned to have regard for the continuous selling welfare of the specialty. He has knit every branch and every representative closely to the home office and keeps an eye always upon the movement of the product to the consumer. There will be no more piling up of machines, fictitiously reported as sold. Again has another manufacturer learned his lesson. It is to be noted that he did not abandon the sales corporation in disgust. He profited by his errors and is now making the corporation a resultful factor in the business.

Why should a manufacturer want a sales corporation, anyway? Often because he realizes that his strong point is manufacturing and not selling. He is apt to welcome a proposition that will relieve him of an uncongenial task and at the same time "boost" sales.

Another manufacturer whose business is rapidly assuming pre-eminence in his field "shooed" the selling force out of sight and sound, because, as he frankly confessed, he wanted to center himself upon making a good line, that would stand up under competition and that would bear out the promise of his national advertising. He was annoyed by his sales manager and his assistant sales managers who were forever running to him for advice or with reports.

So he resorted to the sales corporation for relief. He retains control and examines the sales reports once a week.

An interesting working out of the sales agency scheme is seen in the United Manufacturers, of New York, who have been advertising widely a line of automobile accessories, under the name of "Standard Equipment." It is the selling end of these manufacturing companies, the Jones Speedometer Company, the Weed Tire Chain Grip Company, the New York and New Jersey Lubricant Company, the Windshield Manufacturing Company, C. A. Metzgar, Inc., Commercial Telegraph and Electric Company, and Commercial Shock Absorber Company. The United Manufacturers is incorporated for \$25,000. It is not designed as a dividend paying machine. The profits are turned back to the several separate companies whose selling agent it is. The advertising and other sales expenses are divided pro rata among the component manufacturers. The sales corporation establishes all credits, and is rapidly assuming powerful proportions, through its connections with the trade and through the establishment of its own selling channels.

Manufacturers are learning the merits and the disadvantages of the sales corporation from the bumps they have received. It is likely that soon manufacturers will know "how to do it," and that then sales corporations will enter the field in greater numbers, as sales engines of distinctive force.



November Forms Close October Fourth

THE INTERNATIONAL STUDIO

12,000 to 15,000—\$5.00 a year; \$90.00 a page

ARTS & DECORATION

25,000 to 30,000—\$1.80 a year; \$120.00 a page

Combination Rate

ONE PAGE - - \$180.00

40,000 copies, \$144.00 a page on 3-page order

ONE INCH, (12-time contract) \$8

THIS RATE EXPIRES JANUARY 1, 1911

WALTER A. JOHNSON, Manager,

114 West 32d Street, New York



ONEIDA COMMUNITY ADS AND PAINS WITH ART WORK.

MUCH EXPENSE AND EFFORT PUT INTO DESIGNS — HELTER-SKELTER ART WORK — DR. DUNN "LIVES" WITH DESIGNS — VALUES OF DUMMIES MADE IN ADVANCE AND ORIGINAL PLATES — 20 PER CENT FOR ART WORK.

By A. Rowden King.

"I live with my advertising designs for weeks and months at a time before I finally make a selection of the one I think is best," said Dr. B. L. Dunn, the advertising manager of the Oneida Community, Ltd., who has the reputation of being one of the most painstaking users of commercial art in the advertising field to-day.

"I believe the great reason why the art work of so many advertisers is of an inferior quality is because so many put their designs through slap-dash, helter-skelter, hit-or-miss," continued Dr. Dunn. "It makes little difference how many months in advance they may know they will require ads of artistic merits, they usually put off their planning until the last possible minute. I go on the other plan. The advertisements I will be running in the magazines this fall, in November and around Christmas, were begun as early as last April.

Ten years ago the Oneida Community decided to advertise its high-art silver plated table ware. For many years prior to that time it has been making such silver for wholesalers on the "private brands" plan.

"If we only knew then what we do now," says the Oneida ad-man. "I doubt whether we would have been so enthusiastic to begin our advertising, inasmuch as competition in the table silver line is of the sharpest. Furthermore, we had no distribution, no agents, no reputation—nothing but the goods."

To-day Community Silver, as it is called, is known from coast to coast. The distribution is thor-

ough through the jobbers. The organization has upwards of thirty salesmen constantly on the road. Whatever success may have been attained, Dr. Dunn attributes almost entirely to his two principles of advertising. These are: 1—Make a good showing in every publication you use, with big space, or don't use the publication at all; and, 2—Don't stint pains or expense in the art end.

Dr. Dunn's idea of advertising



HOW THE MUSEUM FURNISHED AN EXCLUSIVE BACKGROUND.

art is summarized by him as follows: "Greater beauty, greater quality, greater distinction." He realizes that advertising space is not in itself valuable; rather that it is only valuable in proportion to the pulling-power of the advertisement which is printed on it, and that art is an indispensable adjunct to pulling-power.

He thinks little or nothing of spending \$500 or \$600 for the design alone of one of his ads, exclusive of the cost of plates. A handsome full-page design which he is using this fall in the women's magazines, showing a set table with glasses, candle lamp, etc., cost fully that much. This ad will appear in colors on the back

cover of the *Ladies' Home Journal* and *Delineator* for November, and the *Housekeeper* for October. It also appears in black and white in the *Woman's Home Companion* for October, and in *Good Housekeeping*, *McClure's*, *Everybody's*, *American*, *Scribner's*, *Review of Reviews*, *Harper's*, *Hampton's* and other leading magazines. There are twenty-three publications on this fall's list altogether. Other November back covers in colors will be in the *Designer* and the *New Idea*.

ONLY "ORIGINAL" PLATES USED.

But the mention of the plates brings up an interesting side. Dr. Dunn was asked if he advocated large expenditures for hand work on plates. He said he did not. "There are very few men who are able to do good tooling," he said. "I find it is far better to have your designs, right to the minutest detail, to begin with. I only pay 35 cents the square inch for my plates. That isn't high. But I always send original plates to the publications. The advertiser who sends electros, and most advertisers do, I find, is slip-shod. He doesn't deserve to get the best results, and he usually doesn't."

In the ten years of its advertising existence, the Oneida Community advertising has made some great improvements. But almost from the very beginning its advertising has been peculiar for one thing. The designs for the ads of each new campaign have been distinctive, as a group. Usually this distinction has been carried out in the backgrounds. One year the Community Silver was shown against a background of conventional flowers, another against handsome clay moulding, still another against real white roses, or exquisite linen, or, as this year, on handsomely set dining-tables. This continuity has naturally tended to drive home the appeal of the advertising.

"We try now to make our appeal as personal, as snappy, as immediate as possible," says Dr. Dunn. "I recall an Oneida Community ad which some one got up in the old days. It ran something

like this: 'Somewhere, in some town, some dealer is waiting to sell you Community Silver.' Just imagine it!"

For a number of years the table silver shown in the Oneida Community ads was drawn by hand. But this method was found to be unsatisfactory, giving the silver an ironish, lusterless look. In 1906, therefore, a change was



STANDS OUT AS IF IN RELIEF.

made, and handsome photographs were first used. They have been successfully used ever since.

LIVING WITH DESIGNS

Dr. Dunn goes to every trouble to get up his designs. He thinks out a number of ideas months ahead, and has "dummies," which are complete as to the smallest detail of lettering or illustration, made up. A set of these he puts up in his office and at his home, and then he *lives* with them. He finds that he is not always able to pass judgment upon the moment, but finally, after days and weeks of study and familiarity, the design which is pre-eminently the better asserts itself. Then he calls into consultation the officials of the Community to substantiate his conclusion, and the final decision is made.

A few months ago, when Dr. Dunn determined to show his silver against beautiful embroidered table linen, he went to the museum authorities in New York and got permission from them to photograph some of their handsomest specimens, thus to aid the quality atmosphere. Later other handsome linens were bought outright from different sources at some expense.



COLOR ADDS MUCH TO THIS CURRENT BACK COVER.

The Oneida Community copy is not all of the "general publicity" type. The aim is constantly kept in mind of not allowing the advertising to become monotonous. Once in a while argumentative copy or copy with life and action is used. For instance, the engraver is shown cutting deep into the handle of a piece of silver, and the text explains that *he knows* when a piece is heavily silver-plated.

The same care which is put into the Oneida Community advertising to the consumer is put in the advertising to the trade in the jewelers' trade papers. For some years past now the back cover of the *Jewelers' Circular* and *The Keystone* have been con-

trolled every issue by the Oneida Community. The former was signed up on a five years' straight contract, and the latter on a three years' contract. The trade was given to know of the existence of these long-time contracts, in order to give the idea of the continuity and permanency of the sales work.

An especially good Oneida trade paper ad, which would not reproduce well here, was recently run as a back cover in one of the jewelers' publications. It showed a greedy-looking "boogie-man," his mouth full of greenbacks. The text reflected the new thought in merchandising. It read in part: "Don't let the Bogie of Competition eat up your profits. The dealer who carries Community Silver and Reliance Plate need not fear competition because he cannot be harmed by it."

Color work in the trade advertising has been frequent. Special designs have been the regular thing, of late years, though formerly the practice obtained of running small reproductions of the current consumer advertising together with some type matter containing special trade appeals. Not infrequently the trade is made to appreciate the extent and value of the consumer advertising being done, specific references being made to the general publications being used.

The Oneida Community has three or four different lines of manufacture. Without a doubt, the table silverware comes first and foremost. But there is also an extensive line of silks and of hardware, some of which, including spring traps, chains, etc., are advertised.

Newhouse and Victor traps are advertised on the same broad-gauged plan. The current issue of one of the sporting magazines read by trappers contains an eight-page, three-color insert devoted to the Victor Trap. It is a handsome and, for that reason, an expensive piece of work.

TRADE-MARKING TRAPS.

There is, by the way, an interesting merchandising side to

these
been
years.
numbe
have
threat
the sa
A c
oper
Oneid
ing o
circul
which
leases
shape
been
some
menta
fact.
ber o
and w
with
adver
and c
ing p
which
way frin
The
Comm
Dr.
show
that
from
has
sions
with
just
pens
space
into
that
asked
expe
itati
"J
he s
art
\$25,
abo
is a
wh
mu
pen
to k
expa
high
bein

these Victor Traps. They have been on the market for some years. But of late, it seems, a number of imitations of them have appeared which have threatened to make inroads on the sales by deceiving purchasers.

A clever plan has been put into operation. Some months ago, the Oneida Community began turning out Victor Traps with the circular disc in the center upon which the animal treads and releases the spring cut out in the shape of a "V". Traps have now been turned out in this form for some months, and no particular mention has been made of the fact. Now, however, with a number of the new "V" traps in use, and with the dealers stocked up with them, the time has come to advertise the new trade-mark, and considerable emphasis is being put on it in the advertising, which will undoubtedly go a long way toward offsetting the infringing competition.

The hardware of the Oneida Community, whenever depicted by Dr. Dunn in his advertising, is shown so clearly and realistically that it seems to stand right out from the printed page, as if it has three, instead of one, dimensions. The reproductions shown with this article do but indifferent justice to the originals.

It has long been a mooted question among careful advertisers just what percentage of the expense for mere blank advertising space may with discretion be put into the art work which is to fill that space. This question was asked of Dr. Dunn, who, from experience, is perhaps in as good a position to answer it authoritatively as any advertiser.

"Judging from my experience," he said, "an expense of \$5,000 for art work, when you are buying \$25,000 worth of white space, is about the right proportion. That is about 20 per cent. Of course, when your space bill mounts up much higher than \$25,000, the expense for art work does not need to keep pace. On \$50,000, the art expense need not be materially higher than for \$25,000, all things being considered, I should say.

But it is in spending that first \$5,000 that so many advertisers kick."

TEXAS DEALER'S SCHEME OF CO-OPERATION WITH NATIONAL ADVERTISING.

SECRETARY'S OFFICE, DEL RIO COMMERCIAL CLUB.

DEL RIO, TEX., Sept. 9, 1910.

Editor PRINTERS' INK:

I have come across an example of "dealer co-operation" that carries to the extreme degree of efficiency, to my notion.

Yesterday when I bought my copy of the *Saturday Evening Post* from the boy and looked through it I came near falling out of my chair when I noted double spread for the Kahn Tailoring Company—with the local Del Rio agent's name printed on some white space in the lower left hand corner. I didn't suspect the local agent of as much astuteness in co-operating with the advertising, and wondered if the *Post* had printed its million and a half edition for the local agents of the numberless towns in which it circulated. Inquiry brought out that the local agent had arranged with the boy for his entire supply to be sent to a local printer who run them through his jobber with the result shown. The local carrier sells about 150 *Posts* here, so that the effect of the stunt should be very good for the local tailoring agent.

PRINTERS' INK gets better every issue. The profession has at last a *real* advertising journal.

FRED I. MEYERS,
Secretary.

INTERESTING FIGURES FOR A CAMPAIGN IN NEW ENGLAND.

A novel method of summarizing the possibilities of a territory campaign by using the local newspapers has been presented in booklet form by the Julius Mathews Special Agency, of Boston.

Twenty-six representative New England cities are selected, in which it is estimated there are fully 293,200 families, after deduction has been made for the very rich, very poor and the illiterate.

It is estimated that if the sampling method were employed it would easily cost \$30,000 to reach these families once allowing as little as 12 cents for the expenses. Circularizing at 5 cents a family would cost \$14,000. Mailed advertising matter, ten pieces a year, would cost \$100,000.

On the other hand, it is shown that a newspaper circulation of 285,000 daily can be had for as little as 2-3 cents a family "for eight months of steady work—69 suggestions, twice a week, typed in ten-inch space."

The proposition is concluded as follows: "Let us say that each of these families should use but 5 cents worth a week of your article. That means an annual business of \$762,820, at retail. If they should use 10 cents a week, the total would reach \$1,524,640."

Leslie's ILLUSTRATED WEEKLY

THE OLDEST ILLUSTRATED WEEKLY
NEWSPAPER IN THE UNITED STATES

Here is a new and distinctive sales-bringing force for you. Guaranteeing 250,000 weekly circulation, we are actually delivering some 20,000 more, and all of it in a field that is unique—Leslie's is the only illustrated weekly newspaper.

You have got to know the new *Leslie's* and you have got to reckon with it. It shows itself to you nowadays in a new dress—a new typographical make-up, superior art work, and pages increased from 24 to 28. It is all part of our plan to make *Leslie's* even more valuable to you than ever before. But the cream of that value to you is in the facts of our circulation—facts that we want you to *know*—the "How and Why" of it. And because of these facts we faithfully prophesy, and you will believe, that our circulation will reach 300,000 by January.

One Dollar a Line—

One-third of a Cent per Thousand

Every National Advertiser Owes it to Himself to Read and Digest These Facts of the Circulation of Leslie's Weekly

The total net circulation of LESLIE'S WEEKLY for the issue of August 25th, 1910, was **260,778**. Of this number **247,978** are actual subscribers of record. These subscribers are obtained largely on a premium subscription plan, price being \$5.50 for one year and \$7.80 for a year and a half. The one year subscriptions amount to 20% of the total, and year and a half subscriptions 80%.

The number of employes in the Subscription Department of LESLIE'S WEEKLY at the Home Office is 115. There are 15 Branch Offices under the direction of a salaried manager, and 21 sub-offices.

The number of salaried employes in the field at this date is 519. The number of salesmen actually soliciting subscriptions for LESLIE'S WEEKLY is 425.

The number of subscriptions written from January 1 to July 29, 1910, for LESLIE'S WEEKLY is **129,866**

The number of subscriptions which expired between January 1 and July 29, 1910, is . . . **85,166**

Total net gain for seven months . . . **44,700**

Of the subscriptions written from January 1 to July 29, 1910,

22,021 were cash-in-advance subscriptions.

The percentage of cash-in-advance subscriptions throughout the year has averaged over 21%.

P. S.—Our issue for Sept. 22nd is **276,400**. Hadn't you better write us?

ALLAN C. HOFFMAN

Advertising Manager

225 Fifth Avenue, New York



1907 to 1910 Why Farm Journal gained

In 1907, before the panic, advertising was booming. That year, in the amount of advertising space sold, the great mediums broke all records.

In August, 1907, most of the great magazines and weeklies, as well as the FARM JOURNAL, printed more advertising than in the same month of any previous year.

But the next year told a different story. There was a slump all along the line. In August of 1908 the amount of advertising in the principal mediums was far below that of August, 1907. In many cases it was only a fraction of that for the previous August.

From that slump the magazines and weeklies have not yet recovered. If you compare the August magazines of 1907 with those of 1910, you will see that in most of them the advertising runs far below that in 1907. In many cases they have only half as much, or even less.

But the FARM JOURNAL has *nearly 30% more* than in August, 1907, the banner year.

Why has the FARM JOURNAL so soon regained more than it lost?

Partly, no doubt, because farmers have been and are more prosperous than city people; but mainly because advertisers find that "the FARM JOURNAL often pays when all other mediums fail."

When it is hard to get returns, then is the time to concentrate in the medium that pulls!

Forms for November close October 5th. \$4.00 a line for over 800,000 copies.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

IS ANYBODY DECEIVED BY IMITATION PERSONAL LETTERS?

LITTLE CHANCE FOR DECEIVING NOW-DAYS—NO USE IN THE DECEPTION—THE ATTITUDE OF THE MAN WHO GETS THE "PERSONAL" LETTER.

By Wm. H. Ray.

As far as the writer knows, this idea came into general use about fifteen years ago among a class of mail-order people who handled various articles, including pink pills, which would cure any sort of a disease in a day or two; little boxes of dental powder, with which they gave away a diamond pin with every twelve boxes; all sorts of medicines; in fact, any small article that would be considered in general use. These firms operated largely in the country districts. They usually addressed their prospective customer as "My dear Friend," and in a great many cases were very successful in disposing of large quantities of inferior articles at a very exorbitant price.

This idea of imitating personal letters in advertising was adopted by business houses in general, largely because a great number of firms became interested in the manufacture of devices to produce these imitations and continually urged their advantages to the business man. While this idea was a novelty, it met with fairly good success, but like every other deception, it soon failed to accomplish the object for which it was originated, and I believe that now it would be very hard to find a business man who could not detect an imitation personal letter, either by its general appearance or the wording, immediately it reaches his desk.

Strange to say, hundreds, even thousands, of business men are still continuing this obsolete method of advertising, not giving a thought to the fact that they themselves realize the deception instantly; or else they do not give the people, to whom they are ad-

vertising, credit for being as intelligent as they are.

The writer believes that there are absolutely no advantages, and many disadvantages, to this class of advertising. Let us look at it from a thoroughly common-sense standpoint. What is the first thing which a person notices regarding mail matter which he receives? It may be well to note here that in our so-called big business houses all mail matter is opened by a clerk employed for this purpose; all advertising matter, regardless of the form, is turned over to the advertising department and the mail is thoroughly sorted, so that the man who really makes the decisions to buy does not have the opportunity to decide whether the matter is personal or not. What about the small business houses where the manager or proprietor sees and opens all the mail and we will suppose that he is busy. In hundreds of cases which we have investigated I find that the man says that he sorts the mail entirely by postage stamp. He puts all of the one-cent stamps to one side, for investigation when he has an opportunity, and immediately opens the two-cent sealed, or first-class matter. Does he examine the address to see if it is typewritten or handwritten? Never! He cannot even tell you if it is addressed to an individual or to the firm, so from outside appearance the stamp determines whether the mail matter receives individual attention or not.

How about the man who is not especially busy, who has plenty of time to look at everything that comes on his desk? In this case, of course, the appearance of the outside does not cut any figure whatever, as he looks at everything.

But, for argument's sake, we will take a letter which is so close an imitation of a personal letter that the man who receives it does not at first recognize that it is a circular. He reads it through, finds that some one wants to sell him some life insurance, or solicits his business for printing, or, in fact, any of the hundred differ-

ent things. Do you think that this man believes that this is a personal matter? Do you think that he believes this insurance man or printer is offering him any inducements that he would not offer five thousand other men? Has the sender of this letter accomplished any more in the end than he would if he had sent him a plain printed statement of facts? If the man is interested in the subject mentioned he will in either case give the matter consideration.

Now, regarding the really personal feeling that a man feels in regard to this matter. Did you ever have a salesman send in his business card; found you were not interested in what he had to sell and sent word to him that you did not care to talk with him? A few days afterward he called again and sent in his visiting card, which did not state the business. Not recognizing the name, you granted him an interview and his first words when he meets you necessarily stated the subject on which he called. How did you feel toward this man? He gained an interview with you through deception. I believe that a man never landed an order by these methods, and when a man receives an imitation personal letter and it is good enough so that it deceives him into reading it, I believe he feels in the same way, only, perhaps, in a lesser degree, toward the man who sent it.

A great many of the largest manufacturing companies have years ago discarded the idea of imitation personal letters and are using clean-cut printed matter instead of lying awake nights figuring out how to make something look more personal when it isn't personal and can't be. A buyer does not want to be deceived in regard to a product.

A frank, honest statement of the advantages of your proposition will accomplish more in the long run than pages of supposedly personal arguments, which ingeniously match (?) typewriter ribbons and even sometimes work in the prospect's name on the second page.

SUIT OVER WORD "BUSINESS," CLAIMED BY TWO MAGAZINES

A case of unusual interest to publishers, involving the question of rights to publication titles was brought before the New York Supreme Court recently.

Some time ago, The Business Man's Publishing Company announced a change in the title of *The Book-Keeper*, which had outgrown its name, the publishers stated in their announcement. It was no longer merely a magazine of accounting. Therefore, they proposed to add a word to the title, giving the magazine a name which fully expressed its character: *Business and The Book-Keeper*.

The Ronald Press, publishers of the *Business World*, took exception to this change of title on the ground that their publication at one time had absorbed a publication known as *Business*, and that the word still appeared upon the contents page as a sub-title for the magazine. They endeavored to obtain an injunction to restrain The Business Man's Publishing Company from publishing and distributing *Business* and *The Book-Keeper* and also to prevent the American News Company and Ward & Gow from having a part in its distribution.

The matter was argued before Justice Nathan Bijur and the preliminary injunction asked for was refused. The case will later come up for hearing. In his opinion, Judge Bijur stated that it did not appear that the rights of *The Business World* were interfered with or that any unfair competition had been practiced by the other magazine and that there was no apparent intention of deceiving the public as to *Business* and *The Book-Keeper* or of imposing upon the subscribers of *The Business World*. He held furthermore that it was a question whether *The Business World* still retained the right to the word *Business* as a part of its title, since it did not appear conspicuously upon the cover of the magazine and had not been in real use.

As a result of the decision *Business* and *The Book-Keeper* will continue to be issued under that title.

"ONLY PUBLISHED UNDER CERTAIN CONDITIONS."

SAN FRANCISCO, Aug. 31st, 1910.

Editor of PRINTERS' INK:

You mentioned in your paper that I was placing Malthoid advertising throughout the Southwest and East, and it has been responsible for my receiving a great deal of mail from publishers soliciting this business.

These contracts run 100, 200 and 480 inches, and they are only published under certain conditions.

Publishers who desire this business will save themselves trouble if they will send me important information in regard to their publications. For instance, the circulation, the rate and the time of publication.

E. M. SWASEY.

Tom Richardson Knows How the Farmers Value

And are influenced by their farm papers. He is the manager of the Portland, Oregon, Commercial Club, and he recently said—speaking particularly of the ORANGE JUDD WEEKLIES:

"The farmer reads the farm papers in a mood to believe, while he reads the magazines not only to be amused, but to forget. The farm paper is a sermon—the magazine a vaudeville."

That is why so many of the best known general advertisers are now advertising in

The ORANGE JUDD WEEKLIES

which, because of the technical excellence and plain, practical way in which they are edited, are read by 325,000 of the most advanced farmers in the country—business men who are making money and spending it for the same kind of things that well-to-do city people buy. There is *purchasing power* in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOME-STEAD, the New England States. 305,000 circulation weekly, guaranteed.

ORANGE JUDD COMPANY

Headquarters:

439-441 Lafayette Street
New York

Western Office:
1209 People's Gas Building
Chicago, Ill.

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

ADVERTISING—THE MODERN POLITICAL STUMP.

HOW IT WAS RECENTLY DONE IN THE SOUTH—FULL PAGE USED WITH FINE EFFECT—OPPONENT COMES IN TOO LATE TO WIN.

By G. D. Crain, Jr.

The political advertisement has been making headway, gradually, as newspapers have learned that there is no capital penalty provided for failure to insert daily "boosts" for candidates of the party they are aligned with. Politicians themselves have realized that the good old days of free advertising have almost vanished, and some of them, seizing the new idea, are learning how to advertise on a space basis.

Not long ago, in a Southern city, a Congressman was running for renomination. He was opposed by another leading Democrat, who had influential connections and many friends. The principal Democratic paper of the city was appealed to by both for support, and finally very wisely decided to keep "hands off."

"Boys," said the publisher, "it's up to you. Fight it out between you, and may the best man win!"

After that the paper printed only the real facts of the campaign as news matter, giving information as to the opening of headquarters, and the time and place of speeches by the two candidates. There were no long articles extolling the "records" of the Congressman nor detailing the "splendid service in the ranks" performed by his opponent.

The Congressman happened to be unusually fortunate in the choice of his advisers. One of them was a former political writer on several leading newspapers; another an ex-managing editor of a local daily, who had gone into business, but hadn't forgotten the smell of printers' ink, and a third was the advertising manager of the paper which had cut out the "free doin's."

At a council of war held short-

ly before the primary election, when it was admitted that there wasn't enough interest in the campaign to cause the traditional ripple of excitement, and when the Congressman, who had wilted down dozens of collars trying to rouse his cohorts to action, was on the verge of a collapse, the advertising man made a suggestion.

"Look here," he exclaimed. "The papers aren't giving you any space—and I don't blame them. But why don't you buy it? Take a page in our paper, or another, for the coming week, between now and the primary, and make your arguments through it. I believe that's the only way to win this fight."

The newspaper men in the crowd applauded the sentiment, and a contract was made over the telephone for an entire page in the leading Democratic daily. It happened to be an afternoon sheet, and as such was calculated to reach "the boys in the trenches."

The managing editor took hold of the thing right off the reel, and named his page *The Fifth District Democrat*. A drawing of the name was made, and a cut ordered from the engraver. The political writer rolled up his sleeves and got out a few hot news items telling how the Congressman had saved money for his constituents, made the nation ring with praise for his eloquence, built a large part of the Panama Canal, soaked Cannon where it would do Uncle Joe the most good, and, in short, had done everything possible to uphold "Democracy unterrified and undefiled," as Marse Henry would say.

The advertising expert was on the job, too.

"A few display ads would help," he said, pulling out his rule. "How about a three-column ad, twenty squares deep, with just three big words in it: 'Vote at the Democratic Primary'?"

That got the managing editor's O.K., while the crestfallen Congressman had perked up and was

beginning to feel something like once more.

"Here, get busy," said the boss of the paper, shoving some sheets of foolscap in the direction of the statesman. "Write out the platform you're running on, featuring up tariff revision and putting in a few hot shots about Cannonism, and why Taft is *mox nichts aus*. Make it strong — but brief.

Meanwhile an active young newspaper man — some of the older heads didn't want to be known publicly in the game — had been hired to make up the paper, and armed with a dummy and proof sheets of the hot stuff turned loose by the ad man and the political shark, he went down to the composing room of the paper the next morning, and put the *Fifth Avenue Democrat*, Volume One, Number One, into place.

And the town woke up.

There was a big line, "Advertisement," at top and bottom of the page, but the gentle reader didn't give a hang for that. He saw the stuff, and it hit him between the eyes. Every gathering place of the sons of toil was filled that evening with voters discussing "what the paper said" about the Congressman, and the appeal made to their loyalty reached the mark. The next day there was more of it, and the next, and by the end of the week the Congressman felt once more that life was worth living, and that his vanishing "prestige" had been given a lift.

His opponent, meanwhile, had seen the light also, and had bought space in the same paper. He was late, however, and, in addition, didn't have the expert copy men to write his stuff for him, and the Congressman's newspaper continued to thrill the voters and make them shout for the rooster. All speeches, of course, had been declared off long ago.

Just to complete the record, it may be added that the Congressman beat his opponent 2 to 1, and adopted as his platform, to be run on consistently hereafter: "If you want an office — advertise!"



Knowing just where effort is directed is one of the first principles in safe and sane advertising.

Therefore, an advertiser, whose chief purpose is to reach and interest only the residents in small towns and villages, would be foolish to use mediums which circulate in metropolitan centres.

THE UTICA

SATURDAY GLOBE

bridges over the vast area between the large cities, reaching, as it does, regularly and faithfully, every week, 140,000 prosperous and intelligent homes in the smaller towns and villages of New York State, New England and adjacent states, covering them as does no other other medium of general circulation.

That is why THE SATURDAY GLOBE is essential to your advertising campaign — if you wish it to be successful.

SMITH & BUDD CO.

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Ethridge



Don't hold a dime so close to your eye that you can't see the dollar right behind. Good Copy and good Drawings if they save you money are worth all they cost. If a man should offer you a new automobile, at half the advertised price, you would be justified in thinking there was something wrong with the engine or some other part you couldn't see.

* * *

The Ethridge Company, Gentlemen:—The drawing of the girl and Copier came a few days ago, and is, both technically and artistically, as fine a piece of draughtsmanship as we have ever had the good luck to purchase. We hand you specifications and formal requisition for another drawing, which is different from, and in some ways more difficult than, anything you have yet done for us. Candidly, we don't know whether the idea can be executed or not, but we do know that if there is any way of doing it, your organization will discover how. If your usual schedule is carried out, we'll get a sketch in 48 hours, and a finished drawing in three days more. We don't know how you do that, either, but—in all seriousness, the way you have invariably put through our stuff, regardless of its technical peculiarities, has the speed limit broken to bits! Just inject that into your clear Havana—and smoke up! As to price—we'll

pass that up to you—since we haven't been "stung" yet.

(Extract from letter received from manufacturers of office fixtures.)

* * *

The Ethridge Company is not an Advertising Agency in your sense of the word. We do not place accounts. We simply furnish the stuff that makes the advertising successful—Copy, Illustrations, Ideas.

* * *

The Ethridge Company, Gentlemen:—We acknowledge receipt of booklet and consider it all that could be expected; in other words, a fine piece of workmanship. With best regards, we are, etc.

(Extract from letter received from collection agency.)

* * *

The average man looks upon a life insurance agent as something of a nuisance and a bore—the average man. He doesn't like to be reminded that life is short and full of uncertainties, or that his wife and babies may need the money after he is gone. The wise man invites insurance, buys all he can afford, knows it is a good investment, and pays his premiums with a good grace and a smiling face. Some advertisers succeed; many fail. It isn't a bad plan to have your advertising insured by using the best possible copy and the best possible drawings. Ethridge policies cover all risks.



Shop Talk



If you merely wish to exercise your money, there are more exciting ways of doing it than buying expensive space and then filling it with whatever pictures artists happen to bring in, and such

words as you chance to think of when closing dates are hard upon you. First plan your advertising, from the ground up, and have it made as it should be by men who know how. Time enough then to consider space and mediums.

* * *

Let's get acquainted, whether you need us now or not; you can't know too many hard-working, straight-thinking people.

* * *

Beautiful typography and presswork are excellent things, but they could never make the city directory rival the works of the late Mr. Beadle. We combine artistic illustrations and fine printing with copy that grips and holds.

* * *

The Ethridge Company, Gentlemen:—The proofs have just arrived, and, in simple justice to you, I must say that you have broken all records for rapid and accurate work. I feel that the intelligent and systematic treatment you have, from the start, given to our drawings, cuts, typesetting and electros has saved us, in lost time, for explanations, revisions, coaxing, driving, watching, and the usual

disappointments and delays with Artists and Printers, an amount equal almost to your entire monthly bills—and they have not been small, as you will admit. The four watercolor drawings which you made for us are, in my opinion, the smartest things yet produced in a commercial way at the price. You need not, however, raise the figure on the next lot merely because, in a burst of enthusiasm, I happen to mention this.

(Extract from letter received from Cereal Co.)

* * *

The Ethridge Company, Gentlemen:—The writer wishes to personally compliment you on the drawings which your firm has turned out for our latest series of car signs. They are eminently deserving of praise on account of their originality of design and finished production.

(Extract from letter received from coffee merchants.)

* * *

How long would it take you, given the necessary materials, to make a good handsaw? Yet a saw is a plain, simple thing, intended merely to cut wood. How much more difficult and delicate a proposition it is to produce an instrument which will influence the action of that most complex of all substances, the brain of man!

The Ethridge Company

Madison Square Building

Madison Square, North

(25 East 26th Street)

New York City

Telephones: 7890-7891-7892-7893
Madison Square

COPY WITH A PLAN BE-HIND IT.

NECESSITY FOR A WELL DEFINED PLAN FOR EACH ADVERTISEMENT—SOME ADVERTISERS' MISTAKES—HOW ONE MANUFACTURER LEARNED—A VACUUM CLEANER EXPERIENCE.

By Roy B. Simpson.

Some years ago, when war was imminent between Germany and a certain other country, Von Moltke was approached by one of his generals, who asked if he was ready for the fray. "Look in yonder cabinet, and take out package so-and-so," replied the old war horse, "and you'll find everything in readiness. I have been preparing for this war for many years."

Preparedness is the thing in advertising as in war. Competition in business is a war, and advertising is the ammunition. Unless the campaign has been carefully prepared by an able general the soldiers on the firing line will scatter their shot. The ammunition will be wasted.

New advertisers sometimes make the mistake of starting their campaign with little or no idea of the enormous amount of detail work required to handle the returns from their advertising. If all the advertising failures could be thoroughly investigated most of them would be shown up as planless campaigns. A few examples will illustrate the importance of making sure you're right before you go ahead.

A manufacturer of stoves who had for years sold his output through the jobbing trade decided to sell direct to the retailer. He knew very little about advertising, but thought it would suffice to spend his money for a few months and the business would follow with very little extra effort. He employed the best known independent advertising man in his town to write the ads.

"Now, Mr. Adam," said the stovemaker, "I am going to spend about \$10,000 for advertising during the next four months, and I want you to write me four good

ads — something catchy — and show plenty of pictures. All of the leading hardware dealers know that I am making the stoves and ranges sold by them under the trade-mark of their jobber. I am going to cut out the jobber and advertise my own trade-mark. I want to create a demand for my stoves, and make this demand force the retailers to send us their orders. So be sure to put in each ad, in big type, the phrase—'Ask your dealer. If he can not fill your order write direct to us, and we will ship you our stove at the retail price, all charges prepaid.'"

The Adman was amazed to learn that no catalogue had been prepared for the user. There was no literature for the dealer. No provision made for salesmen—nothing had been done beyond appropriating \$10,000 for advertising, and the manufacturer was impatient to see it in the magazines. He was sure there would be plenty of time to prepare for the war with the jobbers *after firing his first guns.*

After laboring with the proposition for several days, the manufacturer saw a great light. He increased his appropriation to \$50,000, and the adman put in several weeks of the hardest kind of work on plans and copy before the first advertisement appeared. The campaign was successful, but a less experienced man with no reputation to maintain might have written the four ads and asked no questions, which would have made a mess of the whole proposition.

A similar case was that of a large manufacturer of table syrups. This time the appropriation was nearly a quarter million dollars. For the kick-off about twenty standard magazines and nearly 1,000 daily papers were used. It was a campaign on a new brand of syrup, and the copy was unusually convincing. All the necessary supplementary material for salesmen, retailers and jobbers had been prepared. There was seemingly nothing lacking to make the campaign a stupendous success.

— and All of dealers
them their
out the
own create a
make
ers to
be sure
pe, the
If he
ite di-
ip you
ce, all
ed to
l been
re was
. No
men—
yond
adver-
er was
mag-
would
e for
after

prop-
manu-
He
n to
ut in
kind
before
ared.
, but
h no
have
d no
have
prop-

of a
table
pria-
llion
bout
and
were
on a
copy
All
ma-
and
red.
ing a

But the trouble lay in the fact that the advertising had been running for two weeks before the factory began the delivery of the jobbers' first orders. The trade was disgusted, and salesmen discouraged. Thousands of dollars in money and effort were wasted, and months of hard work were required to overcome the bad effect of this stupid piece of work.

Another example of a good stunt that failed is found in the experience of a small but rapidly growing soap concern. Considerable advertising had been done in the magazines, and the sales force had little trouble in sending in a very satisfactory lot of orders. But certain cities in Southern Ohio failed to respond. They were too near to Cincinnati and thought too much of the great Procter & Gamble Co. to help a foreign concern get a foothold in their community.

The soap manufacturer suggested a local newspaper campaign, and his advertising manager was ordered to prepare the

copy and start the advertising without delay. Every daily paper in five cities was used, but there wasn't a salesman within 500 miles of those cities while the advertising was appearing. A dozen good men in those towns to work the trade and advertise their firm's advertising would have resulted in a large business. As it was, the orders received did not amount to one-fourth the amount actually spent on this campaign.

Good copy consists mainly in telling the truth about your goods in simple sentences that convince the reader. But every piece of copy should have back of it a plan supplementing the general advertising and selling plan.

It doesn't matter how carefully the original plan may have been written or how perfectly it may suit the conditions at the time it was written, it will be changed many times in the course of a year. The general plan is in a constant state of evolution. This is made necessary by what your competitors are doing and by

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

the constantly changing conditions.

Every successful manager of advertising and sales will instantly take advantage of a bad move of a competitor and use it to strengthen his own organization, even though it compels him to suddenly change the style of his copy. But the supplementary plan covering this particular piece of copy must be perfect before this advertisement goes into circulation.

With apologies for so doing, I will give a bit of personal experience to illustrate this point:

Shortly after launching the Santo Vacuum Cleaner campaign, I learned from private sources that one of our competitors was planning to take large space in several of the weeklies to publish the names of their local agents throughout the United States.

This competitor had been in the field a year longer than we had, and was making a cheaper machine. We decided to use an 8-line ad in the same list of publications, and we featured the Santo as a *real* vacuum cleaner, backed by a *real* guaranty. The competitor spent his money in double page spreads to educate the public to use vacuum cleaners, and the little quality ad of the Santo, filling only one-eighth of a page of space, produced returns that would have been satisfactory had we used page copy.

But the real plan behind this copy—its real purpose—was to break into the organization of the competitor, whose agents numbered nearly one thousand.

A strong personal letter was addressed to those thousand men. They were made to feel ashamed of their connection—ashamed in the sense that they were not selling a better machine. An attractive agency offer was presented to them, and the result was great dissatisfaction in the ranks of that competitor's organization. A large number of the best agents for the cheap machine became Santo agents, and are to-day numbered among the most successful of the Santo salesmen.

One other vacuum cleaner concern adopted the same course,

therefore the competitor referred to was assailed from two sides. In advertising its complete list of agents that concern made a mistake that cost it dearly. The business was in the hands of receivers within three months.

The advertising manager with a nose for news can often turn a press dispatch into a piece of copy that will make the hit of his life. It was on the decision of the Pure Food Commission against benzoate of soda that Heinz changed his whole advertising policy.

It doesn't matter how cleverly an ad may be written, how cute or how profound, or how dignified it may be, you can not expect the fullest measure of returns from it unless there is a plan behind it.

THE AD AND THE MAN.

I have noticed the funny business of an advertiser expecting a ten-cent man to write copy for a ten-dollar advertisement. It always seemed to me that such an advertiser had the cart before the horse. I am coming to the conclusion, from looking through the cracks in the fence at the advertising game, that if a man is going to spend ten dollars in advertising, he ought to buy nine dollars and ninety cents' worth of copy and ten cents' worth of space.—From *Orders*, published by the McFarland Publicity Service.

GERMANS PROTEST ON PATENT AGREEMENT.

The Association of West German Manufacturers has adopted resolutions calling on the Government to give notice to the United States of the termination of the patent agreement made Feb. 28, 1909, on the ground that the same is detrimental to the interests of German inventors, patent owners, and German industry generally; or to pass a revised patent law which shall deprive Americans of certain privileges they now enjoy under the international agreement.

LIKES THE IDEA OF AN INDEX.

CARTER WHITE LEAD CO.

Editor of PRINTERS' INK:

I am pleased to learn from your favor of the 18th inst. that you have decided to start a weekly index in the next issue of *PRINTERS' INK*, and I firmly believe this will be an improvement and a feature that will be greatly appreciated by your readers.

R. J. CUYLER.

The Tobey Furniture Company, New York and Chicago, announces the appointment of G. R. Schaeffer as advertising manager and Walter J. Patterson as assistant advertising manager.



Close to the dealer and the consumer

are the home-read Associated Sunday Magazines. They have earned the respect and kept the faith of their readers.

You can enter eleven thousand home cities, home towns and home villages every week—prosperous, progressive communities—by advertising your goods in the "Associated Sunday Magazines."

More than 1,100,000 copies a week. Advertising rates and detailed circulation statement from either office.

The Associated Sunday Magazines

One Madison Ave., New York. Record-Herald Bldg., Chicago

Issued every week co-operatively by and simultaneously as a part of the Sunday editions of

CHICAGO RECORD-HERALD
ST. LOUIS REPUBLIC
PHILADELPHIA PRESS
PITTSBURGH POST
NEW YORK TRIBUNE

BOSTON POST
WASHINGTON STAR
MINNEAPOLIS JOURNAL
ROCKY MOUNTAIN NEWS
BUFFALO COURIER

The Patronage of the Medical Profession

—if the business world but knew it—is worth more to the average manufacturer than that of any other class. Each doctor has his sphere of influence, consisting of fifty to two hundred or more families. On his advice or recommendation many things secure their first introduction to the family circle. By the same token, on his advice or recommendation many things

are zealously avoided by the same families. It is mighty good business, therefore, for the manufacturer of foods, special articles of clothing, sanitary appliances, hygienic products such as soaps, tooth pastes, toilet perquisites, and countless other products contributing to good health and physical well being to go after

The Doctor's Endorsement

To get it, the manufacturer has only to tell his story and point out logically and truthfully the actual merits of his goods, in the advertising pages of the publications that physicians read and follow.

The medical journals below, constituting "the Big Six" of the medical field, offer advertisers of high grade products an advertising service that cannot be duplicated from the standpoints of prompt profitable returns, and reasonable cost. They effectively cover the American medical profession, and as recognized leaders assure the interested attention of the 150,000 physicians of America.

Interstate Med. Journal, St. Louis, Mo.

American Journal of Clinical Medicine, Chicago, Ill.

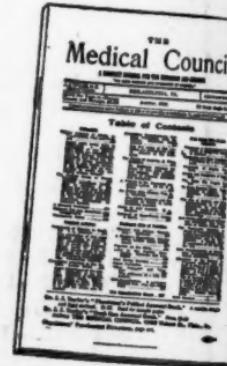
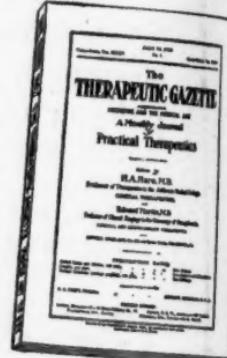
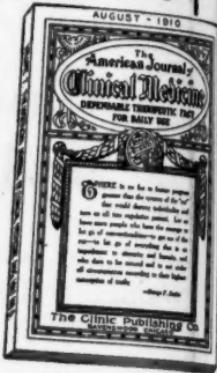
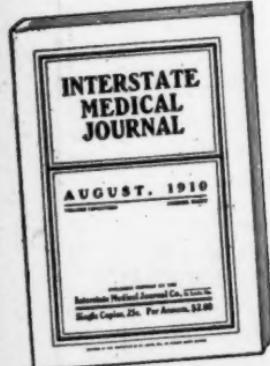
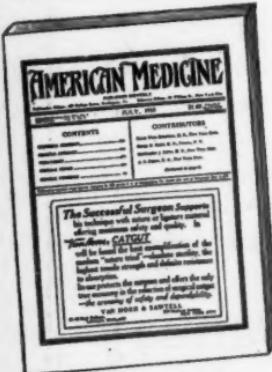
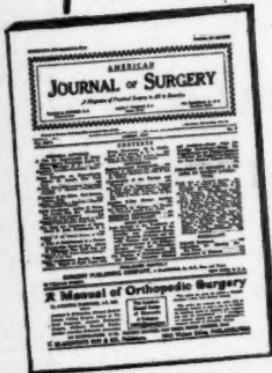
American Journal of Surgery, New York.

American Medicine, New York.

Medical Council, Philadelphia.

Therapeutic Gazette, Detroit, Mich.

For rates and further data address any or all of the above journals.



THE MIX-UP CENTERING ABOUT THE JOBBER.

WHAT A TOUGH PROBLEM THE INNOCENT RETAILER IS CALLED UPON TO SOLVE—HOW SOME POWERFUL MANUFACTURERS ARE THROWING THEMSELVES INTO THE BREACH—WHOLE SUBJECT DISCUSSED BY ONE MANUFACTURER.

By Raymond W. Gage.

IV.

"Take me somewhere East of Frisco,
Where the Fixed Price Schemes have
burst,
Where the grocers, learning wisdom,
Are with no illusions cursed."

—From *The Ideal Grocer*.

Common or garden prose has thus failed one editor of a trade journal who, to express his feelings correctly about one phase of the muddled jobbing situation, resorts to verse. This parody on Kipling was written and published in New York, was reprinted with scathing remarks in San Francisco, and has been reprinted and quoted with commendation and condemnation in trade journals in between, and at conventions of manufacturers and jobbers, according to what policies are dear to the hearts of the leaders of the opposing factions.

The grocery store on the corner looks like a quiet place; the groceryman seems to have no abstruse problems puzzling him. But to-day that gentleman, who has never heard of political economy or seen a college text-book is being called upon by manufacturers and jobbers to decide questions of trade policy that would set university professors of economics to digging into their books. One manufacturer comes to this retailer and puts up to him this dozer: "You believe that the quantity price will always rule, don't you? That if you buy ten times as much of our goods as your competitor across the street, you naturally should have a lower price? It's very simple, kind sir." And after this convincing talker has left the groceryman is sure that the "free deal," whereby he gets free one case of breakfast

food in ten, is in accord with eternal trade principles. That is, he thinks so until along comes a representative of the opposite faction.

"Why, man," this explainer exclaims with the greatest surprise at the groceryman's elementary viewpoint, "surely you know that you will get the worst of it with this quantity buying arrangement you think so much of. You may be able to sell a trifle cheaper than the man across the street, but the grocer up the street who does more business than you do will be able to outdo you. Can't you see that? You are putting yourself in dead wrong. Besides, the consumer is the party to appeal to. If you buy with the quantity plan you will get in hand more goods than you can sell readily, and the first thing *you* know some good customer of yours will be coming in your store here, kicking like blazes because you have sold her some stale starch or bad oatmeal. Can't you see that you will lose trade on this principle?"

The groceryman again "sees," or thinks he does.

Thus this final factor in the food distributing process of the nation is buffeted this way and that, adopting this buying principle now and soon going over to the other idea, when a wind strong enough to blow him there comes along in the shape of a trade journal, a series of strong letters from the manufacturer or a traveling man skilled in debate on trade topics.

The groceryman is mainly concerned with making money. Upon this very natural ambition of his the argument-maneuvres of the great manufacturing or wholesale houses play.

What policy the groceryman adopts is of direct concern to the houses which are advertising nationally any food products. The same holds true with jewelers, hardware retailers or drygoods-men.

The whole mix-up has been caused by the attempt of some manufacturer or wholesaler to cut out one or more steps in the old-time distributive process.

Quality Circulation

More and more the advertiser is appreciating the fact that quality in circulation counts. We discarded the cheap subscription canvass and bent our energies to securing quality circulation and to-day subscriptions to HUMAN LIFE are from the intelligent, thinking progressive men and women. The appeal of HUMAN LIFE is to the class of people who think and read with an intelligent purpose, also to people who can pay and do pay. We have quality circulation.



THE MAGAZINE ABOUT PEOPLE

A D V E R T I S I N G
D E P A R T M E N T
B O O S T O N
N E W Y O R K
C H I C A G O

which was from manufacturer to jobber, to retailer, to consumer. The consumer holds the key—he will buy where he can get the best goods cheapest.

While this tendency is one of the most natural in the world, it has developed strife and ill-feeling to a remarkable degree. Caught in the swirl of changing trade currents, every factor concerned has at times turned upon another, accusing it of being at the bottom of the whole trouble.

But companies which have spent many years in establishing selling policies are not able to change them overnight. They must adapt slowly and change selling habits with exceedingly farsighted eyes.

Thus the jobbers are finding themselves bulwarked by several very important and powerful manufacturers. The latter are not ready to change the channels of distribution—it would throw their business into confusion.

One overshadowing concern marketing its product through the jobber has done yeoman's work in trying to give stability to a situation which economically is tending to a gradual change. The change looks to the elimination of the jobber or the lessening of his functions. This concern is the Diamond Match Company, which is said to control 90 per cent of the match trade of the United States. It emphatically insists upon price-maintenance, and upon selling through the jobber. It is interesting to note that the Diamond Match Company believes in the "free deal," for its policy has been to give one case free for every ten ordered; lately because of competition in certain districts it is giving one case free in five. By countenancing this practice, it sets itself in opposition to the Kellogg Toasted Corn Flake Company, which sells as cheaply to the small buyer as to the big one. Fred Mason, assistant sales-manager of the Diamond Match Company, says that he cannot see the wisdom of adopting a policy which would lose for him the services of 70,000 jobbers' salesmen. It is his policy not to sell

to the big retailer or the chain store direct; indeed, he has found that only 15 per cent of the total supply of matches is sold through chain stores or buying associations.

The Babbitt Soap Company also believes in the quantity buying price. It has a price for 100 cases, for fifty cases and for twenty cases. There is a strong feeling abroad in the trade that the quantity price will prevail, and that Kellogg's fixed price policy is unnatural. One man active in a state retail association asked if Kellogg bought on the same principle, or whether he demanded a lower price on his cartons the more he bought. He said that Kellogg himself bought according to one plan and sold according to another. Furthermore, he felt that the sooner the leaders could unite upon some common-sense principle in accordance with reason the quicker a confused situation would right itself. One notable thing about the jobber's mix-up is the convincing quality of the opinions held by the opposing forces.

Recently PRINTERS' INK submitted a series of questions to a man at the head of the sales department of a very large manufacturing company. From his reply we may quote the following paragraphs as a finale of the present articles upon this subject. One would need to have much courage to draw fast conclusions about the right and the wrong of the parties pulling and hauling for their share of the trade. This man says:

"When a manufacturer, therefore, has created a product, linked it with his name, introduced both to the public, and then places the distribution of that product in the hands of the jobber, it would seem that the function of that jobber should be to loyally attend to its distribution and to demand and receive in return a fair recompence. If a manufacturer fails to pay the jobber a reasonable profit, that jobber ought to have the same right that any underpaid servant has, 'to quit and go elsewhere.' We do not

The Essentials

¶ In five years every reputable medium will issue a circulation guarantee of some sort.

¶ It will then be to your interest to consider the following essentials in regard to these "guarantees."

1st—Is the guarantee founded on facts that are open to proof? You might as well take the publisher's word about his circulation as about these facts.

2nd—Are the facts tabulated by a reliable chartered accountant and are the tabulations open to your inspection?

3rd—Is there a provision for a refund for any shortage on the guaranteed circulation?

¶ A guarantee that satisfies you on these 3 counts will make space buying a matter of certainty.

¶ Collier's offers you such a guarantee NOW.

T. L. Patterson.
Manager Advertising Dept.

Collier's
THE NATIONAL WEEKLY

think that a manufacturer ought, in fairness, to require a jobber to consent to an *exclusive* contract. We have never objected to having a jobber sell other brands than our own, so long as he did it fairly and allowed the law of competition to take its course. But when the jobber is fairly treated (as profits go) and deliberately creates and pushes, as his own, a rival brand, we think he not only displays poor loyalty, but, in the very nature of things, destroys his own value to the manufacturer as a safe and trustworthy distributor.

"In determining the adequacy of profit, I think it fair that the jobber should take into consideration the relative salability of goods. It is figured broad and large that it costs 7 per cent. for a jobber to do business, and the average jobber's profit on specialties is about 10 per cent. If an article is heavily advertised, and, therefore, sells with little effort and commands large sales, a jobber could well afford to handle those goods at a smaller percentage than he could unadvertised goods which are difficult to sell, and which move so slowly that his capital remains dead and locked up unprofitably.

"In response to your third question as to what jobbers are doing to get in wrong with manufacturers and retailers, let me reply that some of them are doing almost everything imaginable, though most of them appear to be acting pretty decently. Personally, I am disposed to think that the jobbers' shortcomings are not born of 'pure cussedness,' but rather from shortsighted conceptions on one side and under the lash of strenuous competition on the other. He is pretty apt to grasp the 'nimble sixpence' without much regard to its ultimate effect upon healthy trade conditions.

"From the standpoint of the manufacturer—take ourselves, for instance—the profit to the jobber on our goods, figured on his cost, is 12 per cent. If some private brand manufacturer demonstrates to him that he can make 20 per

cent. on an imitation, he is quite likely to forget loyalty to us; forget that a support of our policy would conduce to his own ultimate welfare; forget that our goods sell easily because of advertising, wherein his own would require much effort; forget that the advertised goods would turn over oftener and make a greater profit in the course of the year. He sees only the extra per centage in the private brand. He totally fails to recognize any moral phase of the question or his own obligation to the principle of reciprocity as a broad constructive force. Similar logic determines his attitude, in many instances, to similar competitive articles which he carries in stock. To his mind, too often, 'the goods that pay a profit are those which pay an *immediate* profit, on paper, without regard to the ultimate effect.'

"From the standpoint of the retailer the jobber's chief malefaction lies in his willingness to sell certain large buyers whom the retailer regards as consumers. Too often the jobber thinks that 'everything that comes to his net is fish,' and he would as soon take orders from the hotel, boarding-house, steamship line, mining camp and institution as from the retailer. I think this constitutes the sorest spot in the chafed relation of jobber and retailer.

"In my own opinion, this is a somewhat complicated and fixed proposition, inasmuch as it is very difficult to determine, in the first instance, just what a consumer is, and, in the next instance, to classify such factors as I have mentioned. Most of us agree that a *consumer* is the one who finally removes merchandise from commercial channels and puts it to its ultimate use without involving any further buying or selling considerations. The ordinary family is clearly a consumer. If I take in three guests at my family table, I am still a consumer; if I charge them for board I assume a mercantile function not unlike that of the retailer in principle. If I develop my premises into a boarding-house, restaurant,

or hotel, my transactions attain a magnitude which make me a retailer of considerable size, and yet the average retailer will contend that I am still a consumer, and, therefore, his logical and legitimate customer, who ought not to be sold direct by the man who sold him goods, knowing that he was to sell them again to consumers at a profit.

"From the retailer's standpoint the United States Army is strictly a consumer, inasmuch as it only feeds its own family. The charitable institution is probably the same. The hospital, which charges me for my room and attendance, is, however, a merchant, and, therefore, a retailer. The lumbering camp is a consumer when it feeds its own men, but when it runs a company store it is a merchant. The steamship line is a consumer when it feeds its own crew, but when it feeds its passengers and takes pay for the same it is a merchant. I believe if wholesalers would confer with retailers on this point in an amicable spirit and attempt to meet them half-way, a basis of agreement in localities might be reached and a determination made as to whom a jobber might sell and to whom he might not sell, with the acquiescence of the retailers. I am not saying anything, however, about the attitude of some district attorneys toward this in its application to the anti-trust laws.

"As to the reason for the jobbers 'contrariness' I can only see that it arises from his unwillingness to lose a sale, however small, in support of a principle. If the jobber would have the courage to look at something besides dollars and make a few sacrifices in order to keep his skirts clear, I suspect he could become quite a factor in correcting trade abuses. Even having treated jobbers as well as we have, eternal vigilance is the price of safety, and it is necessary for us to constantly remind them of the significance and importance of our stand. Unfortunately, the retailer is not as active in forcing his propaganda as we are, otherwise, I think he



An advertiser, who makes an article which appeals to the women folks, happened to show us his sales book the other day, and one of the cities in which he is advertising — Birmingham, Ala. —was discussed.

He began his advertising in that city last spring and his sales records showed that the results received were extraordinary—far ahead of many other cities—which is especially interesting in view of the fact that he uses but one paper in Birmingham, THE LEDGER.

Nothing new to us—the woods are full of them—satisfied advertisers who are doing a big business in Birmingham by advertising in THE LEDGER.

Why necessary to mention that THE LEDGER has over 23,000 daily—largest in Birmingham—when results prove its value so indisputably?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

might compel a little more consideration for his natural and moral rights. The game of competition is necessarily strenuous, and, I think, has led jobbers into bad paths, from which they find it too much of a sacrifice to carve their way.

"The manufacturing jobber is in a somewhat weak position since he occupies a position of comparatively inconsequential minuteness as compared with the entire jobbing equipment. For instance, in Chicago there are probably seventy-five jobbers, and yet we have only been obliged to cut off two of them for unfair competition. New York has about forty, yet when we cut off the two biggest ones for unfair trading, the business was entirely absorbed and an increase of 21 per cent. made through the extra efforts of the other thirty-eight.

"It would, therefore, appear that the competitive jobber can easily be dispensed with by the manufacturer who has the courage to drop him as a reliance. Even suppose, in a certain big city, that *all* the jobbers were to rebel against a manufacturer's protective measures. Within the confines of a single city it would be very simple for that manufacturer to meet the situation by conducting his *own* jobbing house for that territory—or several manufacturers in co-operation—and depend upon the local jobbers to take care of outside territory.

"Of course, when a jobber is cut off by a manufacturer he can always get plenty of imitation goods, whose manufacturers are ready to jump into the gap, but no jobber of any standing likes to refuse orders on the plea that he is unable to get the goods the retailer wants. It seems to us, therefore, that the manufacturer has the upper hand, and there is considerable evidence that reputable manufacturers are disposed to take advantage of it in checking the unfair competition of the manufacturing jobber.

"You ask how we meet the reported objection that the grocery man cannot get a living margin of profit on advertised brands. My

answer is 'by giving him a profit and then compelling him to keep it.' Goods sold on our schedule pay the jobber 12 per cent and the retailer almost 30 per cent, which is ample. We very rarely have complaints of small profits, especially because the goods turn over so quickly as to make an aggregate profit that is very acceptable. The argument that advertising cuts down profits is not borne out in our experience, because our cost of advertising amounts to only five-eighths of a cent per package on the average.

"You ask what is to be the outcome of certain tendencies in the distribution field. This is as much a puzzle to us as to you. In some thickly congested sections the chain store system will probably thrive, and, of course, beget more and more buying exchanges in retaliation. Such buyers seeking preferment would naturally push the brands that they can buy on a jobbing basis, but so long as a manufacturer maintains his advertising and demand, we hardly think they will be able to altogether get along without the goods.

"Buying exchanges and chain stores do not altogether eliminate the jobbers in making their purchases, and they never can and never will. The extent of their preferences will be on a comparatively few lines, and the claim that such big systems as Butler's, and the A. & P., or the Acme Tea Company of Philadelphia are 'Great Temples of Economy' is not true, as applied to the *entire* stock a grocer ought to carry, nor will it ever be true. We have been able to keep up our volume even in their territory, though we recognize we lose a large part of the distributive power."

W. R. Messenger has accepted the position of secretary of the Bronx Transit Association, which represents interests amounting to \$15,000,000. His offices are in the Singer Building, New York. Mr. Messenger has been advertising manager of the R. H. Macy & Co. mail order department.

President I. H. Sawyer, of the St. Louis Advertising Men's League, is the leader in a movement for "twelve months of industrial peace", particularly with regard to freight rates.

A CO-OPERATIVE ADVERTISING HINT

NEW YORK, Sept. 15, 1910.

Editor of PRINTER'S INK:

With a number of self-appointed critics finding fault with competitive advertising as an expense, it is a most appropriate time, it seems to me, to give our attention to the possibilities of cooperative advertising.

It is regrettable that there are so few good examples of cooperative advertising. Yet there are many excellent opportunities for it. One very evident such opportunity has come to my attention within a fortnight.

There is an excellent art idea behind



THE SOCK AD.

a current advertisement being run by the Shaw Stocking Company and showing three pairs of feet hanging over the edge of a wharf. It is catchy, striking, telling. About the only criticism which might be made of the picture is that the illustration would do quite as well for a shoe advertisement as for a sock advertisement.

This very idea seems to have been suggested to the advertising department of the Moore-Shafer Shoe Mfg. Company, Brockport, N. Y. At any



THE SHOE COMPANIES UTILIZE THE SAME IDEA.

rate, the current trade paper advertising of the latter company carries a cut at its top, in relatively the same position as the cut in the Shaw advertisement. There is a very striking similarity between the two. One might write a long advertising sermon on the evils of appropriation based upon the incident; but that is not my purpose.

Although the Moore-Shafer cut is less natural than the Shaw cut, it, at least, has the added virtue of more pointedly illustrating the goods it is meant to advertise.

What a chance for cooperation! How effective would be a double-page

spread in the magazines, carrying a continuous illustration across the two pages! On the sock company's page, the shoes might be "grayed"; on the shoe company's page, the hosiery might be "grayed". One advertiser could not but gather power from the other. The casual "thumper" of the advertising pages would be startled by this team-play and would stop and read. This is too good a chance to lose and yet similar cooperative advertising opportunities are developing all the time.

H. L. ALLEN.

A NEW NATIONAL PRESBYTERIAN JOURNAL.

Announcement is made of the consolidation of *The Interior* and *The Westminster*. In the place of these new well-known religious journals will be published *The Continent*, for which extensive plans are being made. The first issue will appear with the first of October.

The announcement of this change read, in part, as follows: "Although the great Presbyterian fellowship is a national body reaching all corners of the republic, it has had no one representative organ with a general circulation throughout the church. To give it a journal broad enough in scope and sympathies to be acceptable through the entire communion, and so to bind together all sections, North, South, East and West, with a common tie of intercommunication, would be an obvious service to the church, promoting its solidarity and in consequence enhancing vastly its efficiency. With the earnest desire to achieve that ideal for the sake of the church and the sake of the kingdom, this new endeavor is undertaken. In its enterprise *The Continent* will rely on the generous aid of all such as believe that its success will count for good amid the crucial problems of Ancient Christianity."

Among occasional contributors, the paper will be honored with the names of Dr. Henry van Dyke, Dr. Charles H. Parkhurst, Dr. James Denney, Dr. Campbell Morgan, Dr. Charles W. Gordon, Sir Wilfred Grenfell, Hon. William Jennings Bryan, and others of equal standing. The highest grade of contributed articles in religious journalism is assured.

LONG-CRITCHFIELD AND KAUFMAN-HANDY COMBINE.

An event of some moment in the Chicago advertising field is the announced combine of the Long-Critchfield and the Kaufman-Handy agencies. The business will be known as the Long-Critchfield Corporation, and the annual amount of business done will place this agency among the largest in the country.

David L. Taylor will be president. New and larger quarters are now being sought. Herbert Kaufman and Jamison Handy will retain their interests. Mr. Kaufman will act in an advisory way, however, in view of his recent appointment on the staff of the *Woman's World*.

ADVERTISING REDUCED TO ITS ELEMENTS.

COMMENTS UPON THE SENATE COMMITTEE'S FINDINGS—ADVERTISING THE BEGINNING OF A PROCESS—PRINCIPLES UPHOLDING THE NEW ADVERTISING.

By Charles F. Benjamin.

If that committee of the United States Senate had only been wise or thoughtful enough to say that *injudicious* advertising is one of many factors in the increased cost of living, we should not have the chorus of dissent from those who practically know something about the nature and function of the advertising art.

Taking the data before the committee, let us try to see what it probably had in mind, but failed to clearly express:

1. An advertising project, dissociated from those problems of production and distribution sure to be raised by it, becomes merely an additional charge upon the conduct of a business; and that charge must, in greater part, be shifted upon the consumer if that kind of advertising is to be kept going.

2. Inconsiderate advertising is, therefore, an unproductive expense that must, in the last analysis, fall upon the consuming public.

In short—however awkwardly, and even unconsciously—the committee has virtually classified all advertising into the categories of *productive* and *non-productive*, and thus rendered a real service to a great and expanding industry. For all will admit that while the practice of advertising has attained a respectable age and volume, the underlying science is still rudimentary, and in need of definite terms, conveying clean-cut meanings. What is all that we have been lately hearing, through the columns of PRINTERS' INK about the psychology of advertising but a groping after a better basis than the familiar hit or miss, upon which to rest the unceasing ventures in advertising? Why are many seats of the higher learning adding advertising

courses to their curriculums? It is well, at a moment itself psychological, to have suggested to us a broad division of the subject, upon which the whole science of the matter can be built. We all know what productive advertising means. What remains is to learn beforehand how to attain it.

Quite recently, and very largely through the influence of this journal, there has come a realization that advertising is a link in a chain, and not an ellipse or circle, beginning and ending in itself. The columns of PRINTERS' INK have teemed of late with new uses of old words and phrases, pressed into service to give emphasis to these now dominant ideas: *Advertising is a part, not the whole; it is the beginning, but not the ending, of a process.* So ardent has been the preaching, and so responsive the audience, that some who read this article will be sure to ask themselves if they ever knew it to be otherwise. The answer is yes, and the time so lately that it must be counted by a few years, and not by so much as a decade.

Having reduced the unhappily phrased dictum of the Senate committee to its logical terms, let us now try to summarize the new evangel of advertising, as put forth under the PRINTERS' INK imprimatur:

1. The object of the advertising is to create or enlarge a public demand for the goods.

2. Behind the advertising must be the goods, leveling up to the highest plane of the advertising.

3. Back of the goods must be the plans and means of distribution, equal to all the demands created by the advertising.

4. As the consuming demand grows, the advertising should strengthen the production better itself in quality or price, and distribution become easier and cheaper.

It is obvious that, under such a systematized project of advertising, the consumer will either get the same quality for less money, or a better quality for the same money, and in either case the cost of living will not have been increased.

The Fastest Growing Advertising Agency in America

*—handling the largest
number of advertising
accounts—of most
widely varied character
—is unquestionably the*

Long-Critchfield Corporation

D. L. TAYLOR, President

Chicago

New York

Detroit

Minneapolis

MONTANA METHODS OF BOOST.

HOW HAMILTON IS DOVETAILING ITS PUBLICITY WITH THAT OF THE RAILROADS—WHAT THE TOWN HAS TO ADVERTISE—PART THE COMMUNITY MAGAZINE PLAYS—INQUIRIES FROM LAND-SEEKERS INCREASED.

*By M. L. H. Odea,
Editor of *Greater Bitter Root*, Hamilton, Mont.*

Like other men engaged in the work of community advertising in Montana I have been deeply interested in the series of articles by S. C. Lambert, in PRINTERS' INK. The treatment of the subject, and also your reproduction of our magazine cover recently, has not only pleased our people, but has helped me wonderfully in laying the needs of our work forcefully before this community.

Our publicity campaign differs in several respects from that of most other places. We have tried to make our appropriation count for the very most possible, and we have, therefore, not tried to duplicate the work of railroads and land companies which were laboring in our interests. Rather we have endeavored to work in a supplementary and reinforcing way with all the other publicity factors making for the greater prosperity of this field.

What have we to advertise?

This valley is the oldest settled in Montana, and its first ditch was built in 1858; is not "the last frontier." It has never had a crop failure. It is fairly well satisfied with its remarkable progress, and is at that stage when the more sensational publicity is tabooed. Many big irrigation projects have been installed, notably the \$5,500,000 ditch of the Bitter Root Valley Irrigation Company, the largest private irrigation project in the country.

The Hamilton Chamber of Commerce was established in 1897, and is one of the oldest in the state. It has about 400 members. Its 1910 expenditures amount to \$16,000. This is, of

course, exceptional for such a small town. However, Hamilton people have the ambition to lead in all publicity work in Montana, and have successfully carried out many campaigns. Just at present, for instance, we are leading the "Made in Montana" movement, and have started the formation of the Western Montana Publicity League.

In our endeavor to lead, we have paid especial attention to publicity. We found that the big companies, including the railroads, were fulfilling the function of advertising the district. There was little for us to accomplish in direct advertising, for we would need at least \$100,000 to even compare with the publicity of the companies. In looking over the booklet and pamphlet situation, we again found that the companies were fulfilling a field very thoroughly, and that every Chamber of Commerce in the Northwest was sending out booklets. The startling thing about these Chamber of Commerce booklets is that *every one of them is alike*, and that the spirit of originality has been strained until much of their strength is lost. We abandoned the booklet idea, and henceforth will give up the knockout blow in preference for the follow-up. We have all sorts of post-cards, small pieces of literature, etc.

Having been in the magazine field at one time, I finally assembled our present periodical. It is but two months old, and we are still in the formative stage. There is but one other country life publication in the state, and our magazine, so new and fresh, met with instant recognition. With its low subscription rate, 50 cents per year, subscribers poured in, some by reason of loyalty, some for its educational advantages. Its definite plan is to improve local conditions, and, by indirect ways, give the Easterner a good opinion of the district. Our people send it back home, and the state publicity bureau, the railroads, neighboring Chamber of Commerce and the companies give it a complete circulation. In a hundred ways

the little publication has given us that necessary stimulus.

We have tried the method and have found it successful, and I am sure our people would not go back to the old routine. It may be interesting to know that the magazine has paid for itself from the first edition, and was printed by hand at a higher cost than if it had been printed in a larger city with full equipment. It was printed in Hamilton, thus redistributing at home local and outside money. The magazine, while a part of the Chamber of Commerce, is maintained separately, thus giving it an individuality of its own. Whatever prestige it gains is reflected on Hamilton and the Chamber of Commerce.

We have kept a close count of results, and find our inquiries have increased steadily. Some are addressed to the Chamber of Commerce and some to the magazine. Our advertisers assure us that they have had many inquiries, especially from land-seekers. Of course, we cater to

two separate classes of readers, local and foreign. Therefore, we have two classes of advertisers. Our advertising space has increased each edition, and we see no end to it.

I am a thorough reader of the Little Schoolmaster, and I believe every commercial executive can find much help in its weekly visit. Realizing this, I am recommending it to our subsidiary and associated organizations. I would like to feel that it was read by every booster in Montana.

TENNIS TOURNAMENT FOR ADVERTISING MEN

Advertising men and advertisers were given a chance to suspend arguments and to forget rates and circulation figures for one whole day on Wednesday, Sept. 21, when the annual lawn tennis tournament of the advertising men was played at the West Side Tennis Club, Two Hundred and Thirty-eighth street and Broadway.

According to the announcement issued by the committee, the tournament was meant for "advertising men who happen to play tennis, not for tennis players who happen to be advertising men."

\$10,000 with *strong* advertisements, sells more goods than \$20,000 with *weak* advertisements.

I write advertising to get the *most* business at the *least* cost.

B. D'EMO

McCORMICK BUILDING, CHICAGO

Wrigley's Spearmint
Jap Rose Soap

"Big 10" Cleaner
Foulds' Macaroni

City Fuel Co.
Allwin Go-Carts



Marketing Made Easy Under This Co-operative Plan

Your Advertising Agent should work as closely with you for results as your Sales Manager. Why not? Advertising is, or should be, the motor power of Selling.

We work in closest conference with our clients for trade extension, giving personal individual help in developing dealers and introducing goods. We have a **Special Marketing Service** to offer one manufacturer or wholesaler in each of the following lines, in combination with an advertising campaign:

**Textiles—Food Products—Toilet Articles
Men's Shoes—Women's Shoes—Children's Shoes**

This Special Marketing Service is a common sense combination of our exceptional experience with the manufacturer's knowledge of his business. It is the outgrowth of 35 years' patient and painstaking study of intricate trade problems in the interests of our clients, coupled with our admitted prestige with publishers and the intelligent team work of our staffs at Chicago, St. Louis and Chattanooga, covering effectively every section of the country.

By means of this exclusive and uniformly successful service we can create or increase distribution and secure additional dealers, wherever needed, for any legitimate proposition.



In a recent instance, we secured for a textile client 39 dealers in Chicago; 32 in St. Louis and proportionate numbers in other cities **after his regular sales force failed to interest these dealers.**

The great importance of this Service to Eastern manufacturers and wholesalers has caused us to place our New York office in charge of Mr. Herbert Durand, whose knowledge of marketing problems and practical experience in conducting co-operative campaigns has produced notable results.

Mr. Durand will be pleased to talk over this unique service with Manufacturers, or Sales Managers, to give his personal attention to correspondence, and to submit specific evidences of success that cannot be given here.

The fact that we are one of the oldest and strongest agencies in America, and our unusual prestige with publishers, based on 35 years' honorable dealing gives our clients many advantages that otherwise would not accrue.

NELSON CHESMAN & COMPANY CO-OPERATIVE ADVERTISING AGENCY 225 FIFTH AVENUE, NEW YORK

Complete Organizations at Chicago, St. Louis, Chattanooga

CONRAD BUDKE, President.

RICHARD PENDERGAST, Sec.

HERBERT DURAND, Manager New York Office.

FRANK CHISHOLM, Chief Art and Copy Department.

H. C. BRANDAU, Chief Rate and Order Department.

JOHN W. HANSON, E. L. KAIN, JOHN H. CRABTREE, E. F. DRAPER,
Field Representatives.

FITTING NATIONAL COPY TO SECTIONAL VARIATIONS.

ODD MISTAKES SOMETIMES MADE BY EASTERN ADVERTISERS—COCA-COLA AND PACIFIC COAST—CLIMATIC CONDITIONS EVEN AFFECT TASTE—TENDENCY TO EMPLOY THE SERVICES OF THE AGENCIES OF THE SECTION.

By Frank T. Hill.

This country is pretty big, after all, despite our means of communication and national spirit. Climatic conditions are very varied, and local conditions often radically different—yet many advertisers use but one recipe in mixing up the advertising for all sections.

A Pacific Coast advertising agent was talking recently—perhaps quite as he might be expected to talk—but still talking with good logic behind his words. "You've seen that big ad which the Coca-Cola people have put out," he said. "It showed a picture of a big, round sun, mopping its perspiring brow. The copy which goes with it is equally tropical—appropriate for 100-degrees-in-the-shade days. Well, sir, the day that Coca-Cola advertisement appeared in San Francisco the people were wearing furs! Imagine its timeliness; picture the number of sales of Coca-Cola it inspired!" He pleaded that the Pacific Coast country be given that careful, individual study which is its due.

But, aside from the seasonable qualities of copy, there are other special considerations. For one thing, there is the sectional temperament of the people. The Eastern manufacturer who chooses to use the same copy in California and Oregon as in New York and Massachusetts has a little better chance to make good with it there than in England, to be sure; but he is a long ways from *maximum* effects and *maximum* returns, for all that.

According to those who know, the secret of good advertising

copy on the Pacific Coast is to use the *loud pedal*. The average Far Westerner has little or no interest in *pianissimo* matters. That is one reason, it is explained, why Theodore Roosevelt is more of a popular idol in the West to-day than in the East; he knows how to make a noise and he makes one. Effectual advertising copy on the Pacific Coast must *make a noise*.

The Californian has a high regard for Eastern culture and fine-grained breeding, but the love of the cow-puncher and the lariat is born in his breast, nevertheless, and he responds with a ready will to the *appeal fortissimo*. Selling campaigns have proved this point over and over again. The *fortissimo* is said to even extend into the realm of food products, those selling more readily which have the more aggressive taste. This is a consideration which Eastern manufacturers will do well to keep in mind.

On the other hand, the average Pacific Coaster has a high respect for articles of Eastern manufacture. For one thing, he appreciates that his own section of the country is not typically a manufacturing district. It is far and away more of an agricultural section. Labor conditions are often such as to discourage local manufacturing conditions. This feeling of respect for Eastern manufacturers is what makes the Pacific Coast the opportunity for selling that it is, in spite of the high freightage costs which must be paid for the transshipment of goods over the Rockies.

Take the shoe business, for example. Douglas and Regal and a very few other Eastern shoe manufacturers are making a somewhat determined effort to get local trade, but the field is a big one and even they do not, perhaps, realize its opportunities. An advertising man who is a careful student of local selling conditions in California states that he does not believe there are over 1,000 men engaged in the shoe business in California, so foreign is the shoe business as a business to

the local temperament and to local conditions.

The Pacific Coast is said by this Pacific Coast agent to be pre-eminently a newspaper field. The magazines are read to some extent, but it is no secret that by far the great bulk of the circulation of the American magazines is east of the Rockies. And the people are steadily coming to place more and more trust in what they read in the advertising columns of their newspapers.

The days of the reading notice on the Pacific Coast are fast passing, although it has been extensively in evidence in the past. "Press-agency" is being recognized in the proper light, as an insidious evil and an underhand attempt to best the newspapers and the public.

Altogether the Pacific Coast offers a rare opportunity for careful advertising, but local conditions must be studied in detail and often it is impossible to do this at a distance. It is for this reason that an increasing number of Eastern manufacturers in these days are entrusting the handling of their coast advertising to local advertising agencies in that section, of which there are several very excellent ones.

What is true of the Pacific Coast is also true of other sections. The Southwest, the South, New England, Canada and other sections have differences worth while—sometimes most necessary—to take into account.

W. C. FREEMAN EXPLAINS HOW TO ADVERTISE A CITY

"Make the name of Hoboken strong everywhere," said William C. Freeman, advertising manager of the New York *Evening Mail*, to the members of the Hoboken, N. J., Board of Trade recently. Mr. Freeman urged every merchant sending out a package and every manufacturer sending out goods to put on a label showing the parcel or the goods came from the mile-square city.

Following along this line Mr. Freeman suggested a plan for giving the city wide newspaper publicity. His idea is to advertise first in the local papers, then in the New York papers, and eventually, if able to do so, in Chicago, Philadelphia and St. Louis papers. He said an effective campaign could be conducted in the New York and Brooklyn papers for less than \$40,000 a year. He believed, he said, this would be a big benefit to the city.



Every advertiser or advertising agent, who has made up a list of daily newspapers, will tell you that some cities are a Chinese puzzle—so difficult is it to select the one best paper.

Norfolk, Va., does not worry the average advertiser or advertising agent very much. The morning field is divided between two good newspapers and another controls the afternoon field absolutely.

THE LEDGER-DISPATCH is the only evening paper in Norfolk and has over 15,000 daily circulation, which is greater than that of either of the morning papers.

Besides, THE LEDGER-DISPATCH is a two cent paper, and its carriers take it every afternoon into all of the homes of Norfolk worth reaching.

Therefore THE LEDGER-DISPATCH is the advertiser's *first* and *immediate* choice.

SMITH & BUDD CO.
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE CONVENTION IDEA IN BUSINESS.

LARGE FIRMS USING IT FOR KNITTING ORGANIZATION CLOSER TOGETHER—ADVERTISING AND OTHER PLANS DISCUSSED — REMINGTON COMPANY'S SUCCESSFUL SESSIONS.

By A. C. Riley,

Advertising Manager, Remington Typewriter Company.

The convention idea is spreading—there is no doubt of it. Political conventions, conventions of societies having various aims and objects, also conventions of the various business trades, are all institutions of long standing.

An application of the convention idea which is newer to most people is the "house convention," in other words, the convention of the employees of a single business house. Recently such a convention of employees of the Remington Typewriter Company was held at Atlantic City, those attending the convention including the officials and department heads of the general offices of the company in New York and the branch office managers of the company in all of the leading cities of the United States, Canada and Mexico, the total gathering numbering nearly a hundred delegates.

The house convention idea, although it may be a comparatively new idea to the business world in general, is not a new idea to the Remington Typewriter Company. We do not know whether or not we can claim to have originated the house convention, but such conventions have been regular features in the Remington Typewriter organization for more than twenty years. They are held on an average every two or three years. One or two of these conventions in the past have been more than continental conventions. They have been world conventions of Remington Typewriter representatives; Remingtonians having attended them from every continent on the globe.

It has been the experience of

the Remington Typewriter Company that these conventions serve a purpose which could not be served with the same degree of efficiency through any other means. This purpose may be described as two-fold. The first purpose is the discussion of important business questions—which can always be done most efficiently when done collectively by those interested. The second purpose is the forming or the renewing of personal acquaintances. This furnishes a factor which insures the solidarity of Remington workers, and has been most potent in furthering that characteristic of our organization known as Remington Spirit.

"This personal contact of every Remington manager with every other Remington manager, even in the remotest territories, which is brought about at these conventions, serves to emphasize the common aim and common purpose of all Remington workers; to make every Remington manager feel that he is not working alone, but is simply one captain in a great army, all of whom are laboring in the same cause. In its result in bringing about this feeling, as well as in the actual value of the discussions on various questions, every Remington convention in the history of the company has fully justified itself, and none more so than the recent convention in Atlantic City, which was generally voted by those in attendance as the greatest convention in Remington history."

[A second article upon this same general topic by E. St. Elmo Lewis, advertising manager of the Burroughs Advertising Machine Company, awaits early publication.]

THE WHOLE OFFICE READS IT.

FRANK PRESBREY Co.,
New York, Sept. 12, 1910.
Editor of PRINTERS' INK:

We have yours of Sept. 8th calling our attention to the expiration of subscription to PRINTERS' INK.

We are very glad to resubscribe on a three years' basis, and check will be sent to you from our Auditing Department.

We would miss your publication very much if it did not come regularly, as it is handed around to all of our solicitors and we have a complete file of it here.

FRANK PRESBREY Co.
William Bliss, Secretary.

AND NOW IT'S VOGUE

The time to buy space in *any* publication is during those bargain-day-rate-adjustment-periods, when circulation is running ahead of advertising rates.

THE VOGUE COMPANY
FOUR FORTY THREE FOURTH AVENUE

GEOFFREY NAST
PUBLISHER

NEW YORK CITY

BARRETT ANDREWES
ADVERTISING MANAGER

September 1st, 1910.

Mr. American Merchant,
Busytown, U. S. A.

Dear Sir:

Do you know that Vogue carries more advertising than any other woman's paper in America? *

Not just once in a while -- but right along!

And not just a little more -- but an extraordinary amount more!

Vogue's excess over other women's magazines exceeds in many instances the entire advertising patronage of these magazines.

Now, it is not luck -- nor chance -- nor even able solicitation that keeps up such a record.

It is simply because Vogue "delivers the goods."

Very truly yours,

Conde Nast

* For record of first six months of 1910 see opposite page.

Vogue and the other Women's Publications

A comparison of the amount of advertising carried during the first six months of the year 1910

No. of *Vogue* lines (110)—June, 1910)

Vogue	275,850	Vogue publishes	84,276 lines more than L. H. J.
Ladies' Home Journal	191,574	Vogue publishes	121,297 lines more than W. H. C.
Woman's Home Companion	154,553	Vogue publishes	130,208 lines more than G. H.
Good Housekeeping	145,642	Vogue publishes	160,078 lines more than Del'tor
Delineator	115,772	Vogue publishes	197,998 lines more than McCall
McCall's	77,852	Vogue publishes	205,529 lines more than H. B.
Harper's Bazaar	70,321	Vogue publishes	

In other words, *Vogue* is not only carrying more advertising than any other woman's magazine but it is carrying so much more that its *excess* over the other publications amounts in each case to a very large percentage of their *total* advertising patronage.

Vogue's excess over the Ladies' Home Journal	44% of L. H. J's <u>total patronage</u>
Vogue's excess over the Woman's Home Companion	78% of W. H. C's <u>total patronage</u>
Vogue's excess over Good Housekeeping	89% of G. H.'s <u>total patronage</u>
Vogue's excess over Delineator	138% of Del'tor's <u>total patronage</u>
Vogue's excess over McCall's	255% of McCall's <u>total patronage</u>
Vogue's excess over Harper's Bazaar	292% of H. B.'s <u>total patronage</u>

Buy according to "heat units"

The modern business man no longer buys coal by arbitrary ton measurement. Instead, he has learned to buy by heat units and thereby to avoid waste.

Neither should the modern business man buy advertising wholly on the arbitrary basis of circulation and rate. He should consider the "power units."

First he asks: "where *is* this circulation? Does it give me its maximum strength where I sell my goods? Or, does it go largely to a public that is out of my reach?"

Then he asks: "Are its readers of the class that will be interested in my product? Or are they of the class that will lack either the inclination or the ability to buy?"

These are pertinent questions. The "power unit" purchaser is an analyst. ***He wants to know what he buys*** before he buys. And he never, ***never*** condemns a proposition without a hearing.

To such a buyer we would be glad to submit statistics regarding The Monthly Style Book and The Quarterly Style Book.

Francis L. Wurzburg, Manager Advertising Department.

THE STYLE BOOKS

Old South Bldg.
BOSTON

Fourth Ave. at 30th St.
NEW YORK

Peoples Gas Bldg.
CHICAGO

THE INSIDE WORKING OF A GREAT DAILY PAPER.

IMPORTANCE OF THE BUSINESS OF ADVERTISING—AN INSIGHT INTO NEWSPAPER ADVERTISING DEPARTMENT—SECOND PORTION OF UNIVERSITY ADDRESS.

By Joseph Blethen.

Publisher of *Seattle Times*.

II.

Right at this point it is opportune to say that the business of advertising has now become one of the professions of the modern world. There are more high-salaried men on the business side of American newspapers to-day than there are on the editorial side. There are more high salaried men in the United States conducting the advertising campaigns of big corporations, of manufacturing institutions, of railroads and of great department stores than there are editing magazines. There was a time when advertising was considered to be a form of deceit, practiced by means of creating a temporary enthusiasm in the mind of the reader. Just as the barker in front of the sideshow whets the curiosity to see the mystery behind the canvas, just so the advertising man of old was obliged to create a temporary enthusiasm and curiosity regardless of what the prospective purchaser might really find when he answered the advertisement. To-day that sort of advertising is the exception. Exaggeration is fast disappearing from the advertising columns of metropolitan newspapers. We speak of advertising nowadays as paid publicity. If you will stop and think a moment you will realize that much of what you know of modern electricity, of railroading, of sanitation, of housefurnishings, of architecture, of roadbuilding, of automobiles, of steamships, of telephones, of banks, of bonds, of fashions and deportment has been absorbed gradually from the advertising columns of newspapers and magazines. Some of the large corporations of the country, which for years have maintained elaborate press agencies to

create stories to be sent broadcast to newspapers in the hope of winning free publicity, have turned these agencies into advertising bureaus, which now prepare short, crisp, reliable arguments for publication in paid space. In fact, the detail of modern advertising is becoming so complex that specialty men are appearing in this newest of the new professions. If it is a dignified, useful thing for an editor to prepare, print and sell to his readers every day the news of the world, it is also dignified and fair for the business man to tell his message in the paid columns.

The publisher, realizing the value of printing the news of the day and the opportunity thereby presented for a medium to the advertiser, is the man who combines these two departments of the modern newspaper. The publisher is the man who stages the play; who assembles journalistic talent and provides the stage for the exercise of that talent. I am not saying this out of any spirit of jealousy of the editorial side. I have the good fortune to be a part owner of the *Seattle Times*, and to be able to pick the task that suits me best thereon. I have, during my years of service, been first in the business office; then on the news side as reporter, desk man and editorial writer. I later returned to the business side, where I still find myself very much occupied. I am willing to admit that the news side of a newspaper is the picturesque and exciting side, but as for myself I keenly appreciate the worth of executive ability on the financial side of the modern newspaper. I find far more satisfaction now in sitting in a directors' meeting and voting for a dividend than I used to find in writing up a gorgeous fire or landing a corking political scoop. Possibly, if I had not been through the other side, I would not be so loyal now to the business side, because it is the common impression of the man on the news side that the business office exists merely for providing his salary, and that the business department has merely to show the merchant the newspaper which the news side is

creating to have the merchant purchase all sorts of space therein.

Now a few more words about the detail of the advertising side, the competition that exists therein and the burden of responsibility on the advertising manager. There are two things that the advertising manager of the daily paper finds most valuable to him. First, the circulation of his newspaper, which should show quality as well as quantity. The people who take a paper must be worth something to the merchant, as well as being many in number. It often occurs that a paper of 50,000 circulation is more valuable to a certain advertiser than another paper of 500,000 circulation. But as daily papers go, a paper which prints a big, generous paper every day goes to all classes of people and furnishes to the average advertiser as good a medium as is possible for him under the sun. Let us say that an advertising manager has this sort of circulation at his disposal, namely, large in number and reaching all classes of people in the city; what is the other cardinal asset? It is a scale of rates for his advertising which are both fair for the circulation furnished and openly and honestly maintained as between advertisers. There are many, many papers in the United States whose advertising rates are a secret and whose advertisers are for that very reason suspicious—each one of them—that he is not getting the best possible rate from the paper. I have the good fortune to be the business manager of a newspaper which has a circulation of splendid size as to numbers and which embraces all classes of people within the city of Seattle. Next, we have won by hard work, the reputation of having a rate card that is known and is maintained. Each advertiser in the Seattle *Times* knows what all other advertisers are paying. Our contract book is an open book. It frequently is read by a man who is figuring with us on an advertising campaign. This element of fairness as to rates is backed up by another element of fairness in our establishment, namely, the fact

that we do not use premiums to secure circulation; when we show an advertiser the report of a certified accountant that our circulation is so many thousand copies daily in the city of Seattle we are able to show him that every one of those thousands of papers is purchased by the reader for the paper itself.

Not only do we maintain our rates on the *Times*, but we have a system of credits equal to that maintained by any bank in this city. Every Monday afternoon we have an advertising conference in my private office. The advertising solicitors, the collectors, the accountants and our credit man attend these conferences. There is no secret in my office from these men, and no secret in these conferences from our advertisers. Rates, quantity, credits, are all made of record, and each advertiser is welcome to see all our transactions with his competitors. Each must meet the conditions of competition created by the existence of the bulk of advertising carried by the paper. Each new advertiser, once he is accepted by our credit department, and once he accepts our terms, knows that he is being treated like all other advertisers, and that the next customer must go through the same searching investigation that has been applied to him. This, of course, does not reach to the small classified advertisement handed in over the counter or sent in over the telephone; this process applies to the advertiser who has a contract, who uses considerable space in a twelvemonth and who requires from one to three months' credit to make his advertising campaign a success.

For instance: Ninety days' credit to a newcomer is not fair if nine or ten houses in the same line have been paying their bills inside of thirty days. That would in effect be lending money to help create a competitor for houses that have long supported the paper. Only a month ago I was offered \$1,000 worth of Turkish rugs in exchange for advertising. The rug merchant had never paid a Seattle newspaper a dollar for

An Advertising Man of Demonstrated Ability *is open for Engagement.*

He is at present the Advertising Manager of a large and very successful New York concern, for whom he has produced results that convincingly prove his value.

Address, for an interview,
"Advertising," Care of
Printers' Ink.

advertising. What was my answer? I sent down to the advertisement department for the contracts of all the advertisers on our books who carried Turkish rugs. I showed the rug man these contracts and then the ledgers showing the cash which the *Times* had received from them while he had been a non-advertising competitor. Then I said: "I cannot, as the recipient of this money and from these advertisers, exchange advertising space with you for anything other than cash." He was not able to make a cash contract; and my regular advertisers said I did right in refusing to favor him at their expense.

These methods of open dealing, coupled with a constant flow of printed statements from my office to all advertisers, have resulted in the best of feeling between advertiser and publisher. Our methods of careful inspection of credit and prompt collection resulted in our securing in cash last year 99 per cent of our advertising charges, losing less than 1 per cent of our accounts. This is a record seldom excelled by any commercial house, and most unusual in a newspaper, where a loss of 5 per cent on a year's advertising charges is no unusual matter.

So much for our particular methods and results. In closing let me say to you who are preparing for the business side of journalism that the modern business of paid publicity is a vital, growing and dignified profession. The day of the bargain counter and lost-dog advertiser has gone. The day of deception and trickery is fast waning. Frankness, art, common sense and system now prevail from the desk of the copy writer to the desk of the publisher. Modern advertising is the best known salesman; the most effective advocate; the most dignified preacher; and, lest you forget it, the most active educator of our day.

The place of the advertiser in journalism is, then, a double responsibility. First, the advertiser provides the income on which is maintained the newspaper itself; second, the advertiser is from day

to day delivering a message of vital importance to the business world. It is the advertiser who unites buyer and seller; who points the road between desire and satisfaction; between the need and the remedy. The advertiser's place in journalism was once the place of ridicule, of trickery and of positive shame; to-day the advertiser's place is as dignified, if he does his duty, as is the place of the editor; his message is frequently as interesting as that of the most brilliant reporter, and as a result his message is far more trustworthy than that of the reporter, for the simple reason that the advertiser pays for his space, while the reporter gets paid for filling space. Remember, also, that the advertiser is creating history, while the reporter is merely recording history.

MUNICIPAL ADVERTISING EXPENSES

The Houston Business League has collected over \$10,000 as a beginning of an advertising fund. In all \$75,000 is to be raised.

Mobile, Alabama, is raising a large fund for this purpose and St. Paul, Minnesota, has raised \$80,000 to be spent in advertising the conventions to be held in that city alone. Portland, Oregon, raised \$120,000 in four days with which to carry on its publicity campaign. Memphis is raising a large fund; Des Moines, Iowa, is doing the same, and Shreveport has \$30,000 in the bank for publicity purposes. Kansas City will spend \$100,000 in the same work.

Carl G. Percy has resigned as advertising manager of Scranton, Wetmore & Co., Rochester, N. Y., to take a similar position with Grosset & Dunlap, publishers, New York.

The Southwestern Publicity Bureau has been established at Oklahoma City by Leslie Orear and Kenneth Duncan, both of whom have been connected with the Oklahoma City *Times*, the later as news editor. Mr. Orear has been on the Kansas City *Journal* and the Chicago *Record-Herald*.

The advertising staff and representatives of the Brooklyn *Eagle* get together for informal dinners once a month during the winter. The first such dinner this season was held September 9th.

Through a typographical error, the line rate was given as 5 cents, instead of 25 cents, in the page advertisement of *Kimball's Dairy Farmer*, Waterloo, Iowa, that appeared in the August 25th issue of PRINTERS' INK.

FASTESt ENGRAVERS ON EARTH

**TWO PLANTS
OPERATING 24 HOURS
CONTINUOUSLY INCLUD-
ING SUNDAYS AND HOLIDAYS**

**ONE PLANT DEVOTED
EXCLUSIVELY TO THE
PRODUCTION OF ENG-
RAVINGS FOR MAGAZINES
AND ADVERTISING AGENCIES**

**AN ART DEPARTMENT
WHICH CREATES AND
EMBELLISHES IDEAS**

**A COLOR DEPARTMENT
WITH A NEW METHOD**

**WRITE OR TELEPHONE FOR
REPRESENTATIVE**

**POWERS
PHOTO-ENGRAVING
COMPANY**

**TELEPHONES 4300-4201-4202-4203-4204 BEEKMAN
TRIBUNE BUILDING
154 NASSAU ST.
NEW YORK CITY**

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

COINING CURRENT PUBLIC
INTEREST INTO ADVER-
TISING VALUE.

"NOUVEAU ADVERTISING" WHICH CAPITALIZES PUBLIC ENTHUSIASMS AND INTERESTS — THE AEROPLANE PUT TO WORK FOR ADVERTISERS — THE WARNER INSTRUMENT COMPANY — HOW GEO. P. IDE & CO. MADE USE OF HALLEY'S COMET AND IS NOW MAKING USE OF THE PUBLIC'S INTEREST IN MAN-FLIGHT.

By Horace Greenleaf.

"Study the newspapers and the public. Select the topic which promises to be uppermost in all minds during the coming season. Make the latter the basis of your forthcoming campaign of advertising, irrespective of whether it especially applies to your business and product or not."

The above sums up the guiding principle in what may be called *nouveau advertising*. It represents the ultimate application of news topics to advertising. Results in the past have shown the current news event to be a profitable advertising motif. Those who have applied the news event to a whole season's advertising have been pleased with their returns, as is evidenced by their continuance of the idea.

A. P. Warner, of the Warner Instrument Company, Beloit, Wis., was one of the pioneers in this sort of advertising. His company makes a speed-indicator for use on automobiles. One day Mr. Warner came out with a full-page ad in the *Saturday Evening Post*, which carried a large picture, taken at an aviation field and showing a half dozen "bird-men" in the air. The ad also contained Mr. Warner's subtle announcement, as follows: "Inasmuch as the Warner Auto-Meter is so well known, I can very profitably say all that is necessary to say about it in half the space I have been in the habit of using. So—except when lack of material may forbid—a portion of the space in the advertising of the Warner Instrument Company from now on will

be devoted exclusively to the pictorial history of the development of the aeroplane. You may call this a fad—a whim—or what you will. The fact remains that I am sincere; and if it is a whim, it is at least one which will be productive of general interest and will be helpful to the advancement of science."

Many advertising men laughed at the idea, but they could not get away from the fact that the public's interest in aeronautics is keen. Subsequent advertisements of the Warner Instrument Company have contained a considerable number of pictures of current man-flying feats—pictures which,



POPULAR YET DIGNIFIED.

at the time of their appearance, had not been published elsewhere. It is not to be denied that this type of advertising has served to make the public remember the Warner Auto-Meter, as it is called, when competitive articles which have also been widely advertised, but in other ways, have been forgotten.

A season ago the Coca-Cola Company thought it hit upon a happy idea when it began advertising extensively the phrase: "Whenever you see an arrow, think of Coca-Cola" and forth-

with proceeded to besprinkle its ads with a multiplicity of arrows of every conceivable kind and size.

But arrows really do not appear in the newspapers and magazines as often as some other things, and this set S. C. Dobbs, the Coca-Cola advertising manager, to thinking. The result has been a change to this wording: "Whenever you see an aeroplane, think of Coca-Cola." The frequency with which pictures of aeroplanes appear nowadays in the newspapers and magazines makes the change an advisable one. The "aeroplane" Coca-Cola advertising has appeared all over the country and there are doubtless thousands of people to-day who, whether they wish or no, cannot but think of this Atlanta beverage whenever man-flight comes to mind in any way.

THE GEO. P. IDE & CO. ADVERTISING

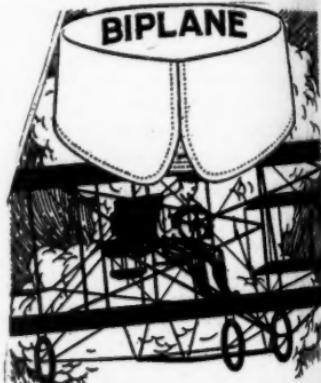
But there is another and even more striking example of the use of the aeroplane in this nouveau advertising. Geo. P. Ide & Co., Troy, N. Y., makers of collars, furnish one.

For last spring, Frederick Downs, the advertising manager for Geo. P. Ide & Co., hit upon the idea of naming his company's seasonable specialty The Halley, after the comet of that name, the visit of which, in the heavenly regions, guaranteed any number of vital news articles in the publications.

The advertising of the Halley Collar is adjudged to be a success. It found the public in a receptive mood. The comet was the popular topic of conversation and anything even remotely related to it was of live interest.

The experiment was so successful that for this fall a similar merchandising attempt along broader lines is the result. The first of this new advertising appeared last week. When the artisans had put their best thought and workmanship into a new collar along approved lines for fall wear, Mr. Downs named it The Biplane and The Monoplane, according to the height.

This is the way in which he explains the psychology of his selection of these names in a big, elaborate folder, in which he outlines his plans and advertising to the men's apparel dealers throughout the country: "Page after page of the newspapers will be devoted to the numerous aviation meets throughout the country and pub-



A Style of Highest Popularity—in

Silver
Collars
2 for 25¢ 1/4 Sizes

These, and these only, are the collars with the Linocord Button-holes that are easy-to-button and unbutton, and that don't tear out.

They keep the collar the size it's stamped, retaining fit and set.

GEO. P. IDE & CO., Makers,
Troy, N. Y.

TYPICAL NEWSPAPER ELECTRO.

lic interest will be so aroused that the names 'Biplane' and 'Monoplane' will secure unprecedented publicity. This, added to our advertising, will make these two names household words."

In short, Mr. Downs plans to put the Wright brothers, Glen Curtiss, Paulhan, Farman, the news service associations, the editors, special writers, and all the reporters on his advertising staff, in a sense. He plans to pick up

free publicity at every turn and to back it up with extensive and expensive display advertising. The scheme has the earmarks of success and undoubtedly will succeed.

The advertising commenced on September 15th, with big displays in the *Saturday Evening Post* and *Collier's*, which appeared on that day. The campaign will include over forty separate insertions, in practically every leading magazine and weekly periodical of national repute. This is a much larger list and extends over a longer period than the Halley campaign. The list of publications will include the following: *Argosy*, *Literary Digest*, *Hampton's*, *Everybody's*, *Munsey's*, *Scrap Book*, *American*, *Outlook*, *Scribner's*, *Saturday Evening Post*, *Cosopolitan*, *Collier's*, etc. The combined circulations of these publications is about 6,000,000 and each of them will carry advertising at least three times.

To enable the dealers to take better advantage of this national advertising, they are being provided with calendars, visualizing the publication dates together with the following suggestion: "These red-letter days are especially appropriate and effective times to display Biplane and Monoplane collars and the show-cards in your windows, and to increase also their display in your stores. They will prove sales-increasing days, if you will take full advantage of our trade aids."

To even further aid in linking up the campaign as a whole, a series of eye-catching, reason-giving advertisements will appear in five-inch spaces, single column, in the leading dailies of the country, re-enforcing the magazine advertising locally.

Special electros of a series of complete dealer advertisements, as well as of the collars themselves and of the trade-mark, are also furnished dealers upon request.

Thus the aeroplane's first freight haul is the reputations of advertisers who are boldly hitching it to their tasks.

Wanted—A Man for "Direct Results"

This well-established advertising agency wants a man of proved ability in the complete preparation of general advertising matter . . . more particularly the varied forms of Direct Mailing Literature.

First of all he must be a copy man, with creative thought, facile expression, clear style and unquestionable English.

Equally essential must be his ability to work from data as supplied by clients in varied industries and at long distance. He must analyze their requirements with fair correctness, arrive at safe conclusions and put salable suggestions into concrete form, ready and practical for mechanical execution.

The position requires imaginative and creative ability of a high order, a general grasp of merchandising conditions, and sufficient working knowledge of art work, engraving and printing to know costs and to deal intelligently with our organized mechanical departments.

We will consider only a man seasoned and rounded in similar work, who can produce the right thing without lost motion, in profitable volume and with a minimum of direction.

If you can make good on every count, write us in full, stating age, experience and salary, and suggesting a convenient time for interview. Above all, send a complete range of samples of your past work as our consideration of your application will be based largely on your showing made in similar lines.

The Hall-Taylor Co.

"Direct Results"

MILWAUKEE

WHY LOZIER AUTO BE-
COMES NATIONAL IN-
STEAD OF LOCAL
ADVERTISER.

\$100,000 TO BE SPENT IN NEWS-
PAPER NATIONAL ADVERTISING
THIS YEAR—CONCENTRATION IN
METROPOLITAN CENTERS THE POL-
ICY—GENERALITIES SHUNNED—
FACTORY CONCENTRATION AT DE-
TROIT.

Stepping at one bound from the local into the national field of advertising, the emergence of the Lozier Motor Company into the latter field takes on almost the aspect, at first sight, of the bear leaving his hibernating quarters for the bright sunlight of spring. The story back of it, however, discloses quite a different state of affairs. Instead of being a sudden rise from sleep, the appearance of the Lozier, as a nationally advertised automobile, could best be likened to a gradual development that would not be denied. It may seem sudden to the casual observer that a concern which has never before spent more than \$15,000 in a single year for advertising purposes should now make an appropriation of \$100,000 for this season's publicity, but the reasons for it make the matter perhaps simply one of ordinary business development.

C. A. Emise, advertising manager of the Lozier Motor Company, however, ascribes it to quite a different thing, principally to the fact that his company has been, and still is, a believer in newspaper advertising almost exclusively. In fact, practically all of the appropriation of \$100,000 is to be spent on newspaper advertising this year. The Lozier Motor Company has never advertised in any other mediums save newspapers and it already has its field of distribution thoroughly planted. Without any national campaign, it now has an agency in all the large cities of the country and not a cent of its appropriation is necessary for this development. Aside from

the company's belief that its advertising in the New York newspapers has largely brought about this condition, it must be remembered though that the Lozier name had a prestige of years back, from bicycle and marine motor making, which has undoubtedly helped it.

"The Lozier Company conceived the idea that, if a certain class of people were willing to spend \$10,000 for an imported car, there was no reason why they would not buy the same car for less

THE LOZIER SELLS AT A HIGHER PRICE Than Any Other Motor Car Built

(The average price received by every LOZIER ever sold during the past two years was \$100.—THE BIGGEST AVERAGE PRICE OBTAINED FOR ANY MAKE OF CAR BUILT IN THIS COUNTRY. The price of the LOZIER factory direct is \$10,000. The highest price ever paid for a car built in this country is \$10,000.

(The first LOZIER model, built in 1904, cost at \$1000, and the last LOZIER ever built will be less.

(The LOZIER Motor Car is easily worth the price demanded for it or it would not continue to sell at such prices year after year. Other cars are built at lower prices, but none are made to sell at higher prices. The reason for this is that the LOZIER is a much higher average price than is offered by both the extremes of the LOZIER Motor Company's production. The car is built at \$10,000, and the lowest price is \$1000. The reason for this is that the car is built at a lower cost than any other leading manufacturer producing cars worth \$10,000 and over.

(The car of the LOZIER has had \$10,000, and the last model by the world famous engineer, Mr. E. G. Budd, cost \$10,000. The car is built at a lower cost than any other leading manufacturer referred to here, yet makes more money in advertising than any other car in the world. The Lozier Motor Company has a larger percentage of sales than any other car in the world. The car is built at a lower cost than any other car in the world, yet makes more money in advertising than any other car in the world. The car is built at a lower cost than any other car in the world, yet makes more money in advertising than any other car in the world.

(The car of the LOZIER has had \$10,000, and the last model by the world famous engineer, Mr. E. G. Budd, cost \$10,000. The car is built at a lower cost than any other leading manufacturer referred to here, yet makes more money in advertising than any other car in the world. The Lozier Motor Company has a larger percentage of sales than any other car in the world. The car is built at a lower cost than any other car in the world, yet makes more money in advertising than any other car in the world. The car is built at a lower cost than any other car in the world, yet makes more money in advertising than any other car in the world.

SECURE A COPY OF THE HANDSOME LOZIER CATALOGUE

THE LOZIER MOTOR COMPANY

DETROIT, MICHIGAN

INTERESTING NEWSPAPER COPY

money, the saving in cost being made possible by the saving on duties. They took for their model the Mercedes, which then sold for \$10,000. In order to learn the machine our superintendent became a chauffeur so that he might learn every intricacy of our model. The first Lozier car resulted in 1904.

"Of course, combined with the idea that there was a certain class of people who would spend as much as \$5,000 for an American car, there had also to be considered where this class of people was to be found. That in itself explains how and why we estab-

LITTLE TALKS WITH WISE ADVERTISERS

NUMBER NINE

One reason why the number of copies of the American Wool and Cotton Reporter printed and distributed every week exceeds the combined circulation of all other textile publications, weekly and monthly, is because mill Treasurers take pleasure in subscribing directly for the Reporter for all their heads of departments inside the mill. They read the American Wool and Cotton Reporter carefully themselves, and desire that their Superintendents and Overseers should read it, because it is the only paper in the world devoted to all of the processes of textile manufacturing.

This course cannot be pursued with any other textile publication, because there is no other which contains matter interesting alike to the Treasurer in his office and to the thousands of heads of departments inside of the mills.

There isn't any feature of any other textile publication in the United States which has not been copied from the American Wool and Cotton Reporter. But the feature of process and market reports combined, which make the American Wool and Cotton Reporter what it is, cannot be successfully copied.

On or before January 1, 1911, the advertising rates of the American Wool and Cotton Reporter will be increased in accordance with its circulation. Hence wise advertisers will place their contracts before January 1st.

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

BOSTON NEW YORK PHILADELPHIA WASHINGTON

USE THE LOCAL DAILY NEWSPAPERS OF NEW ENGLAND

They Move the Goods off the Shelf.

The eagle's flight is graceful and wins the applause of men, but it is the horse that does the world's work.

The local daily, a welcome visitor in every home, might be likened to the horse as it does the work—sells the goods.

A national advertiser said the other day, "I am of course pleased to have my advertisement in mediums using calendered paper and artistic typography, these help with the dealer, put the goods on his shelves; but, take it from me, it is the local dailies that move them off the shelves, and that is what I want."

Sales managers, who are wondering what is the matter, may do well to discuss this with their advertising manager.

Salem News
Meriden Record
Worcester Gazette
Lynn Item
New Bedford Standard and Mercury

Portland Express
New Haven Register
Waterbury Republican
Springfield Union
Burlington Free Press

lished ourselves in New York City and have since concentrated all our energies there. In 1904 you must remember that no other American car sold for more than \$3,000. We felt that it would be foolish to think of going out to Columbus, O.; Indianapolis, or some such place and ask them to pay us \$5,000 for a car; they would have laughed at us. In New York City, however, we felt that there were people who would spend that much money providing they could be shown good value for it. We knew that we could find buyers if we could give them the goods.

"Up to this time more than eighty per cent of our sales have been in the metropolitan district. We have never spent much in advertising. Last year our appropriation reached \$15,000. At that, however, more than \$2,000,000 worth of our cars were sold. This expenditure for advertising, it must be remembered, too, included the expenses of our racing advertising. We believe in this thoroughly, not only for the publicity but for its experimental value to us. Indeed, some of our racing expenses are charged up to experimental work. But we have believed again when our car did anything notable, in spending money to let people know about it.

"Our policy as regards advertising has always been to avoid generalities. We have never made a statement that we could not live up to and we do not believe in making a statement, even if true, unless it sounds true. For instance, I may tell you, personally, that this week I drove my car at the rate of sixty-three miles an hour, and while going at that speed my hand was off the steering wheel for more than 200 yards. I cou'd not say that in an advertisement, however, because people would take it with a shrug of the shoulders.

"Our local advertising has always been along this conservative line, but we have also been helped by the personal advertising from owners of our cars. It is these two things which have resulted

Portland Maine Evening Express

Circulation more than **Three Times** as large as any other Portland Daily; fifty per cent. more than *BOTH* other Portland dailies COMBINED.

**Largest Circulation
of any
Maine Daily!**

JULIUS MATHEWS, Representative

AN EVIDENCE OF GROWTH

During the first eight months of 1910

**The Chicago
Record-Herald**
gained in paid advertising,
606 Columns

over the corresponding period of 1909, a showing not equalled by any other two-cent newspaper in Chicago.

**The
Chicago Record-Herald**
New York Office, 437 Fifth Ave.

Daily Local News

WEST CHESTER, PA.

The month of November will bring to the *Daily Local News* of West Chester, Pa., its thirty-eighth birthday. From the very beginning of its conception (1872) the paper has grown in the favor of the people of the County, until to-day it stands alone as the recognized County newspaper. Of course, these thirty-eight years have not at all been a bed of roses, for at one time there were three dailies and three weeklies in West Chester to oppose its progress, but one by one they suspended publication leaving the *Local News* a clear field. Daily it publishes 15,988 papers, which in a town of twelve thousand population is an odd coincidence in newspaperdom, but a glance at their mailing list gives a ready explanation just why it is a County paper. Over five thousand receive the paper through the mails, which is the only available way for them to get it, and the balance of the circulation is divided through agents in the County and the home town. As an advertising medium it ranks with the leading papers of the country because it goes into the homes, and the merchant and manufacturer of to-day realize that in the home is where the real buyer is.

The advertising is done direct with this paper, they having no special agent, trusting entirely to the reputation of the paper, and advertising agencies to bring in the business.

The proprietor of the paper, W. H. Hodgson, and the Editor, W. W. Thomson, have been linked together in their respective positions since the inception of the paper, and the same policies which brought the paper success at the start are still maintained. Truly it can be said that few, if any, newspapers in their respective spheres enjoy the loyalty and respect which the people of Chester County have given this prosperous, up-to-date daily.

in the establishment of all our agencies. For instance, a man in Los Angeles would visit a friend in this city who owned a Lozier car; he would be interested in the car through riding in it and it would finally result in his taking a car back with him to Los Angeles; there a local dealer would see and admire it and would write on to us, stating that if we would give him the agency he thought he could sell a car for us. It is through this means that all our agencies have been established.

"For the past year our factory has been working at its total capacity—600 cars a year—whereas if we could have made more we could have doubled our agencies. We actually had on hand orders and requests from dealers that called for an output of 1,200 cars. This, at length, caused the Lozier Company to decide on the enlargement of the plant, but it was decided that as many conditions made Detroit the logical center of automobile manufacture the second plant should be built there instead of the first one at Plattsburgh being enlarged. This is the condition that now obtains. The entire New York office force will probably go to Detroit about December 1st and the plant there will turn out complete cars, the factory at Plattsburgh centralizing on certain parts and all the foundry work.

"As you know," continued Mr. Emise, "we are great believers in newspaper advertising; we believe in newspapers above everything else. I, myself, believe that any man who may become an automobile owner reads the daily papers and that this is the one sure way of reaching him; and the success of the Lozier Motor Company I attribute solely to the concentration of its small appropriation in the daily newspapers. Perhaps next year we shall use magazines, but we shall use them simply as an additional reminder. Of course, we are using four or five of the leading trade journals but this is not so much to advertise the car as it is to keep the

Lozier
We
L
Lozier
ous ca

Mr.
been
for h
becom
a nat
assist
a lan
deavo
result
ing t
prehe
has b

. Th
the a
year
comp
the
Emis
cities
in ju
York
The
the
that

SU

"D
Adv
pre
sent
nal's
publ
sinc
their
serf
injur
read
read
ques
to t
faith
T

and
ing
stan
and
inte
them
of t
T

of
tisne

J
ing
Rain
Car
are
ver

T
pos

all our
man in
friend
Lozier
sted in
it and
taking
to Los
dealer
it and
ing that
agency
car for
as that
estab-

factory
total
ear—
made
d our
d on
from
output
length,
to de-
of the
at as
Detroit
mobile
plant
d of
being
dition
entire
prob-
cem-
will
fac-
zinc
oun-

Mr.
s in
be-
ery-
that
au-
aily
one
and
otor
the
ro-
ers.
use
em
er.
or
als
per-
he

Lozier name before the dealers. We have, too, a house organ, *Lozier Logic*, and we issue various catalogues."

Mr. Emise has, up to this time, been metropolitan sales manager for his company and ascribes his becoming advertising manager as a natural gravitation. He has as assistants F. H. Dickman and a large clerical force. An endeavor is to be made to check the results of the national advertising to the last iota, and a comprehensive and elaborate system has been devised to look after it.

The list of newspapers in which the advertising is to appear this year has not yet been thoroughly completed, but all of it will go to the dailies in large cities. Mr. Emise believes that the large cities should be made centers in just the same way that New York has been the first center. The copy to be used will be of the same style and character as that which has been used in local papers.

• • •
SUBSCRIBERS AND READING
NOTICES.

"Do Reading Notices Help or Harm Advertisers?" is the title of a pamphlet prepared by *Successful Farming* and sent to several thousand of that journal's readers. In the "foreword" the publishers state that they sincerely desire to ascertain the honest feelings of their subscribers in this matter and assert that they are convinced of the injustice of using space belonging to readers to "boost" advertisers. The readers were then asked to answer the question about "readers" frankly and to tell which plan gave them the most faith in the paper.

The replies were classified by states and this "vote" proved an overwhelming endorsement of the publishers' stand. Hundreds of answers flowed in, and of those whose motives were disinterested, not half a dozen showed themselves disposed to regard "readers" of the "pap" kind as justifiable.

The pamphlet is being mailed to all of the actual and prospective advertisers of *Successful Farming*.

• • •

J. M. Gibbon, head of the advertising department of the Canadian Pacific Railway in London, has been touring Canada taking moving pictures which are to be exhibited in England for advertising purposes.

• • •
The Mayor of Dallas, Tex., has proposed that the city council appropriate \$10,000 for advertising purposes.

To hold! To increase! To GROW!

When a newspaper holds the respect and confidence of its readers;

When that paper increases its popularity and its prestige steadily, year after year;

When, steadily, year after year, its Circulation and its Business Grows, surely that paper is THE paper for advertisers to use.

Such has been the decision of the majority of users of Worcester papers, both Local and Foreign advertisers.

Worcester Mass. Gazette

Largest Evening Circulation!
"The Paper that Goes Home"

JULIUS MATHEWS, Representative



Brockton, Mass.

The Great Shoe City
of the World

Population, 55,000

Trolleys radiate to adjoining towns, making Brockton a trading center for 100,000 people. No License City. Highly intelligent population, earning good wages and reading more newspapers than in any other city of its size. Territory covered by the

Brockton Enterprise

(Evenings) now in its 31st year. Circulation 12,500. Flat ad rate 30 cts. per inch per day for any amount of space.

ADVERTISER VINDICATES HIS PRETTY GIRL AD.

Asserting that use of the picture of a pretty girl in his copy achieved a saving of 99 cents in cost of each inquiry received, Samuel Wilson, manufacturer of the Wilson gasoline engine of Des Moines, Iowa, has written to PRINTERS' INK that reporters who class him as in a dilemma about such use or non-use are nothing but "pipe dreamers." His letter follows the publication in the August 25 issue of PRINTERS' INK of a reprint from the Des Moines *Tribune*.

The article alleged that a picture of the "Matchless Engine" with Miss Flora Kimball standing beside it as its "Matchless Engineer" had resulted in the receipt of twice as many inquiries regarding the girl as had come about the engine. This letter was quoted as an instance:

CANANDAIGUA, N. Y., Feb. 21.—Wilson Machine Company, Des Moines—Gentlemen—Kindly send particulars of the "Matchless Engineer" as advertised in the *Gas Review*. I would know more of her. She looks good to me. Thanking you in advance, I am,

A. E. C.

P. S.—I have no use for the engine.

Mr. Wilson's letter squelches the jokers as follows:

THE WILSON MACHINE COMPANY.

DES MOINES, IA., Sept. 8, 1910.

Editor of PRINTERS' INK:

In PRINTERS' INK for August 25th, under the caption "The Fate of Pretty Girl Ads" there appears an article purporting to be copied from the Des Moines *Tribune*, and it is so wholly misleading as to merit a reply.

The original of this article did not come to the notice of the writer, though reporters' pipe dreams of this class are really not worthy of serious attention.

The real facts of the case are these. Advertising which appeared with pictures of the Matchless engine without the engineer cost us for replies \$1.37 each. Advertising which was put out with pictures of the Matchless engine and engineer brought us replies at an average cost of 38c. The character of the inquiries received was not different in either case and in the matter of sales have been equally good.

Surprising as it may seem after the statement made in the article to which I

am referring, as a matter of fact, we have received just one letter (the one which is copied at the end of this article) which took the matter of the picture as a joke and was not a serious inquiry relative to the Matchless engine. The inquiries which even make reference to the girl in the picture would be considerably less than 1 per cent of the total received.

As a result of our experience in this matter, we have decided to use the pictures of the Matchless engine and engineer in all future advertising of every class.

It would seem indeed like assumption on the part of a reporter to make such an indictment of the advertising methods of companies such as Washburn Crosby and many other large buyers of space, and yet that is exactly what the article referred to did and wholly without foundation in fact.

Yours truly,
SAMUEL WILSON, Manager.

CO-OPERATIVE ADVERTISING EFFORT BY MACHINERY MANUFACTURERS.

William H. Chamberlin has been appointed manager of the new bureau of general promotion of the American Supply and Machinery Manufacturers' Association, which has been formed recently, with offices in Detroit. This is evidence of the acknowledgment on the part of the manufacturers of the value of intelligent exchange of mutual experience toward the end of more "scientific" advertising.

Mr. Chamberlin has been secretary and treasurer of the Detroit Aerodrome Club and general promotion manager of the Detroit Lubricator Company, the Wright Manufacturing Company and the Austin Separator Company. The new bureau which he now heads will provide advertising counsel to all members of the association.

The value of statistics, effect of definite campaigns previously conducted in the same field, adaptability of publications to given purposes, the exposure of fake schemes, the eventual distribution of an official publication containing practical helps in the conduct of an advertising department, are among the aims of the association.

NEW ADVERTISING AGENCIES.

The following are incorporated to do business at Chicago:

Johnson Advertising Corporation, Chicago; capital, \$25,000; general advertising agency; incorporators, V. M. Johnson, B. A. Bolt, C. Int-Hout.

A. E. Swett Advertising Agency; \$5,000; advertising; Norman A. Beck, Frank P. Mies, O. C. Wilson.

O'Malley-Smith Advertising Company; \$100,000; picture supplies and advertising novelties; George O'Malley, J. S. Smith, J. V. Diedrich.

Butkitt & John; \$25,000; advertising; John D. Butkitt, M. John, David C. Thomas.

MAGAZINES AS DEFENDERS OF BUSINESS HIGHWAYS TO CONSUMERS.

FREEDOM OF OPPORTUNITY FOR UNHAMPERED BUSINESS SUCCESS BUILT AND BULWARKED BY MAGAZINES AND THEIR EDITORIAL STAND FOR CLEANER BUSINESS—LOYALTY TO THE JOB—ADDRESS BEFORE REPRESENTATIVES' CLUB.

By John S. Phillips,
Publisher *American Magazine*, New York.

There is a big fight on for business freedom—for individual opportunity to win sales without handicap or unfair special advantage and competition. The magazines which are fighting this fight are doing it for business—for their advertisers—for all who want bigger commercial success, free from the piracy of unequal privilege.

It is my profound belief that these efforts of the magazines have contributed greatly to a larger opportunity for honest business—opportunity for younger men, new ideas, new products, new methods. The general literary and journalistic critical attack upon stubborn citadels of arrogant commercial power has been effective. It is building something for young men and young businesses—an unrestricted arena for enterprise and ability.

And while this fight has been on the magazines have developed and maintained, in their advertising pages, a great, open highway from maker to user—a highway clear of monopoly or special privilege and offering equally to all who have anything to sell, the ear of the public, the final arbiter of all business. When other sales avenues have been ingeniously blocked for a concern by the might of special advantage and intrigue, the advertising highway to consumers in the magazines has been kept wide open; and many an advertiser has won the success he deserved largely or wholly because he has had access to this highway. Nobody has come between him and the consumer.

Every generation has its own fight for liberty—whether that liberty be personal, political, religious or commercial. We have to-day transferred our genius from war to commerce, and in commerce every quality which has counted in war has abundant opportunity for exercise and reward. An old cavalry captain I know says he has used two guiding aphorisms with almost invariable success—the first, '*when in doubt, charge!*'; the second, '*admit nothing to be a hardship!*' These are perfectly adaptable to modern business.

It is such idealism of fiber and purpose, such loyalty to the job which underlies every kind of success, and which is needed everywhere. Recently I observed along the Massachusetts coast, the superb stoicism of some fishermen in a terrific hurricane, who, though in grim danger, refused to admit that matters were serious or hard pressed. They were in business to get to their port, and get to their port they would, without complaint, under any and all stress. It is such spirit which is going to win the fight for complete commercial liberty, and which will keep open and improve the splendid advertising highway to the consumer.

WALLACE MADE CONSERVATION PRESIDENT.

Henry Wallace, editor and publisher of *Wallace's Farmer*, Des Moines, was elected president of the National Conservation Congress, at St. Paul, in the convention recently closed.

It is said that this honor was entirely unsolicited by Mr. Wallace, and that it came as a result of Mr. Wallace's clean and forceful advocacy of real conservation. The newspapers have found much to interest them in the rise of the man who is thus honored.

Something over thirty years ago, it is being recalled, Mr. Wallace was a broken-down United Presbyterian preacher in an eastern Iowa town. Within twelve years' time his mother, three sisters and three brothers had succumbed to tuberculosis. He himself was so seriously sick with it that his doctor told him that unless he quit preaching at once and sought to restore his health by different living, he would likely die in six months. Acting on the doctor's advice, Mr. Wallace began living out of doors as much as he could, and today, at 74, is a fine example of conservation of *human resources*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Sept. 22, 1910.

Magazines a Business Barometer It sometimes astonishes the student of statistics to observe how closely prevailing conditions in the business world are reflected in the amount of advertising carried by the leading magazines, newspapers and other standard mediums. In fact, the great commercial agencies, such as Dun and Bradstreet, might well take into account the status of the advertising business in compiling their reports and prognostications.

The effect of the 1907 panic became immediately apparent in the loss of advertising carried by what are known as the standard mediums. Even now, when we are in the period of a slight business depression, or rather of comparative inactivity, the figures which PRINTERS' INK has gathered together may be taken as a commercial barometer. Our statistics, while indicating a moderate depression, at the same time do not serve to carry out the alarming predictions of the confirmed pessimist. In this connection the following figures,

compiled in this office, will be of general interest.

The fifteen leading standard magazines show an aggregate of September advertising as follows:

1907.....	293,264	lines
1908.....	251,648	"
1909.....	306,723	"
1910.....	297,676	"

The ten leading magazines, carrying both general and class advertising, show an aggregate of September advertising as follows:

1907.....	185,692	lines
1908.....	167,144	"
1909.....	209,385	"
1910.....	226,822	"

The ten leading women's magazines show an aggregate of September advertising as follows:

1907.....	126,566	lines
1908.....	119,822	"
1909.....	194,276	"
1910.....	176,597	"

From this tabulation has been omitted the *Ladies' Home Journal*, due to the fact that it has changed from monthly to semi-monthly.

The five leading national weeklies show an aggregate of September advertising as follows:

1907.....	125,637	lines
1908.....	101,678	"
1909.....	157,609	"
1910.....	173,608	"

A careful consideration of the above figures does not furnish any grounds for the alarmist, neither in respect to business conditions generally nor in the matter of a weakness on the part of any particular class of mediums.

In PRINTERS' INK's report of August advertising a printer's error transposed the headings of the column of 1907, 1908, 1909 and 1910 advertising. This error was detected in our office when only a few advance copies had been printed and the mistake was corrected in the great bulk of our edition. It would appear that one of these advance copies must have fallen into the hands of someone inimical to the magazines and who has been trying to use these figures upon which to base grossly inaccurate and misleading conclusions. The follow-

ing letter has been received from that very strong and influential body of advertising managers known as the Quoin Club:

QUOIN CLUB.
The Fifth Avenue Building.
NEW YORK CITY, Sept. 16, 1910.

Editor of PRINTERS' INK:

I have been requested by the Quoin Club to call your attention to page 18 of the September issue of the *Mail Order Journal*, Chicago, on which they reprint the record of August advertising in women's publications, national magazines and weeklies for the years 1807, 1908, 1909 and 1910—copying from your misprint of August 11th, in which your figures became reversed.

You will note that they not only have emphasized the misprint, which appears to show a decrease in the business each year for four years in the publications quoted, whereas the facts are the reverse in nearly every instance, but they also make very scurrilous remarks as to the lesson to be drawn from this apparent shrinkage in advertising patronage.

The suggestion has been made that PRINTERS' INK, in justice to the publications mentioned, correct the error made in a few advance copies of their issue of August 11th and, at the same time, discredit the publication of such matter as printed by the *Mail Order Journal* referred to.

Incidentally, this will make interesting reading for the PRINTERS' INK constituency and be calculated to stimulate circulation.

F. E. MORRISON,
Secretary.

The advertising business, now ranking with the great industries of the nation and in some respects more typically American than any other department of commerce, has no room for petty detractors or malicious prevaricators. Advertising will make its greatest gains when small jealousies between workers in different, but not necessarily conflicting fields shall have been buried and forgotten. The industry is based upon principles so great and broad that the small mind which conceives of success as a thing to be attained only by attacking the success of others, appears even smaller and more pitiful than in other branches of human activity. There is room in the advertising world for all classes of honest and straightforward mediums. The greatest advances are to-day being recorded by those workers in the field who are engaged in attending strictly

to the promotion of their own business and not in seeking to depreciate or undermine the successes of others.

The Manufacturers' Juggernaut

Several weeks ago Edison declared selling to manufacturing in application of original method. This week PRINTERS' INK's leading article significantly gives point to his opinion by showing how sales agency corporations have in many cases crippled manufacturing success, and are satisfactory only when manufacturers have voice in their administration. Otherwise the wheels of the selling Juggernaut often drive neatly over the necks of supine and helpless victims.

The selling agency is the out-growth of the sharp division between making and selling, and has risen to its fullest development in the textile field—the very field in which manufacturers are in the least independent situation and are to-day "retrenching" more extensively than any other class of manufacturers.

The explanation is entirely simple. The channels of demand for such manufacturer's goods have been allowed to center, not in the office of the maker, but in the hands of the seller, with only a slim contract connecting the two. The contract is paper; the channels of demand created with trade-mark advertising are as though cut into rock—they are practically permanent. The maker, by contracting with a sales corporation in which he is not represented, is operating his business only for the brief time of his contract; the selling agent has a monopoly of that very real, everlasting asset of good-will, wherever he also controls the trademark.

It is a fatally mistaken attitude for a manufacturer to leave the study of selling to others, while he confines his work to making. He is not a manufacturer in the modern sense—he is only an employee of the man who controls the sale of his goods. The man

who is *only* a maker of goods to-day can secure only a workman's wage—the man who controls his market and his product's identity is the man who secures the surplus of return created by the regard in which the public holds the goods.

Nevertheless the selling company is a justifiable outgrowth of marketing, and will undoubtedly multiply. But never to the prosperity and independence of manufacturers as long as the balance of power is not in the hands of the maker.

A famous safety razor company has had a unique plan of benefiting by the advantages of the selling agency. Every two years the sales promotion work is shifted. For two years the selling agency handles advertising and promotion plans and policy; and then for the two next years the manufacturer handles them. Some very beneficial results have come from this plan, for ruts and special advantages have been avoided, while the ideas of both selling company and manufacturer have had real opportunity for test.

Many scores of manufacturers are to-day substantially in bondage—even peonage—to those who control sales (frequently the very salesmen under their own roof and on their own payroll!).

Trade-mark identity and the broad, direct relation with consumers under an aggressive but controlled sales organization is the key to real manufacturing success.

The Legal Aspect of Price Maintenance One of the Sherman Act experts of the Department of Justice has made for PRINTERS' INK the following list of Supreme Court decisions that may be usefully read by anybody interested on either side of the price maintenance question:

The Knight Case, 156 U. S., 1.
The Trans-Missouri Case, 166

U. S., 290.
The Joint Traffic Case, 171 U. S., 505.

The Addyston Pipe Case, 175
U. S., 211.

The Northern Securities Case, 193 U. S., 197.

The Continental Tobacco and Standard Oil cases are Circuit Court applications of the principles and doctrines laid down by the supreme tribunal, but are not yet final or authoritative, either as to what they decide or the arguments or analogies used in support of the decisions.

Until some question of price maintenance shall come before the courts and be finally adjudicated, all that can safely and usefully be said is that agreements to maintain prices are no more immune than other kinds of agreements from the requirement that they shall not amount to a combination or conspiracy in restraint of interstate trade. As to agreements based on patent rights, the Patent Acts and the Sherman Act would have to be construed together in such a manner as to uphold both, with preference to the Sherman Act only on points of irreconcilable difference. But if patent rights are to be greatly relied upon as supports for price maintenance, both sides will have to learn to discriminate between "paper patents" and the real thing.

James M. Dunlap and James H. Ward, both well known in the Western advertising field, have launched the Dunlap-Ward Advertising Company, Chicago. Mr. Dunlap has been in the Chicago advertising field six years with leading agencies. Mr. Ward has been prominent in the Chicago field nearly twenty years as a space buyer and manager of contract departments.

V. F. Hayden, an advertising writer of Milwaukee and former Des Moines newspaper man, has accepted a position with the Lessing-Chase Advertising Agency, Des Moines, as copy writer.

Successful Farming, the big agricultural monthly published in Des Moines by E. T. Meredith, had a double-page ad in the Chicago Tribune recently reproducing the biggest contract ever placed by the Chicago House Wrecking Company for space in a monthly publication. It will take 9,000,000 inches of the paper to print the advertising called for in this contract, and it will cost the Chicago House Wrecking Company \$16,200.

The Chicago Evening Post, which has been sold for twenty years for two cents, has reduced its price to one cent.

A Little Talk with the Friends of "Printers' Ink"

Doubtless you have not had the heart to tell your friend out in the other office or at the next desk to leave your copy of PRINTERS' INK alone. You were reluctant to let it get away from you and yet you could not, as a matter of neighborly good feeling, refuse him the help he can get from reading it.

Let us suggest something! You can be both neighborly and selfish, can let your friends be put in the way of getting PRINTERS' INK and at the same time keep your own copy right at your elbow.

Just send us the names of Bill and Sam and John—and all the rest who won't let your copy rest easy. Tell us where we can reach them by letter and we will give them the opportunity of having PRINTERS' INK without swiping yours.

Or get two friends to subscribe and we shall be glad to send you a copy of "Astir," the story of the life work, written by himself, of John Adams Thayer, the man who began life at the case and retired after helping to found Everybody's Magazine.

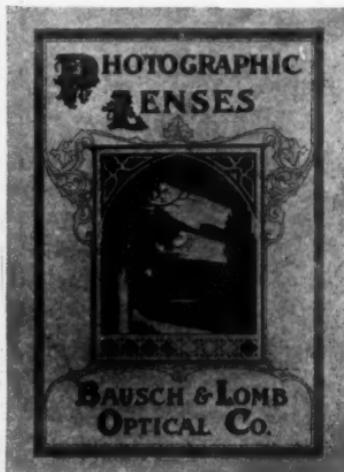
*Speak to your friends about this to-night.
Be friendly to yourself, to us, and to the
"other fellow" by so doing.*

Printers' Ink Publishing Company
12 West 31st Street
New York

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

Upon the subject of photographic lenses the Bausch & Lomb Optical Company, of Rochester, has prepared sixty-one pages of the very liveliest kind of interest. As was necessary in a work of this kind, the printing is of unusual excellence. To show what the lenses can do, the author pictures scenes of still and quick life



which the lenses have accurately carried to the plate. A man may not disbelieve an assertion that a lens will work in one-thousandth of a second, but he will vividly realize the truth of this when he sees a photograph of an automobile going sixty miles an hour caught as if motionless, with even the spokes sharply defined. Pictures taken by Bausch & Lomb lenses all over the world are brought together here. The lens is clearly established as a cosmopolitan of experience. The price lists and mechanical features are clearly set forth in tables.

* * *

"Our Wounded Friends, the Trees," was surely written and

designed by a man who loves trees as if they were real humans. Throughout the oaks, and elms, and maples, which have suffered hurt from the carelessness of man or the roughness of the elements, are described and pictured with real affection. The pamphlet is merely a piece of printed matter to be mailed to those who inquire regarding the services of the Davey Tree Expert Company, of Kent, O., after seeing its magazine advertising. It reflects perfectly the spirit attributed to Mr. Davey, the "tree doctor," in the magazine copy. He wants to be of use to the trees everywhere, not merely for the money there is in it, but because he has by training acquired a personal sympathy for trees which are sick. This feeling of loving regard is admirably carried into the beau-



tifully executed photographs which adorn the booklet. Some of the photographs take the curious into their confidence and picture how tree hurts may be cured. The reading matter is the kind that one might expect from Thoreau, the naturalist, who loved the trees as a father loved his children. Produced by the McFarland Publicity Service, of Harrisburg, Pa. As an "uncommercial" and yet productive booklet it is worth examining.

"The Story of Whiskey," issued by the Stewart Distilling Company, of Philadelphia, comes to the Eastern reader just after he has been watching the big electric "Stewart" signs appear and disappear from various high places. Thus the booklet at once becomes interesting. The "story" is composed with all due regard to the feelings of the man whose suspicion about the quality of his "night-cap" has been aroused by governmental inquiries into "what is whiskey" and the like. The story satisfies the American's hankering curiosity about manufacturing processes, besides supplying facts about the making of an alcoholic beverage of considerable vogue, which are valuable for their information. In this booklet the Stewart Distilling Company has frankly taken off the "lid" and asked the reader to see for himself what the "works" are

like. It thereby takes cognizance of the doctrine that the best way to avoid public suspicion is to take the public into confidence. The cover of "Stewart Rye" shows a field of grain in the process of harvesting, thus striking the keynote of an account of manufacturing processes "from grain to glass." Issued by the Richard A. Foley Advertising Agency, Philadelphia.

FIVE AND TEN CENT STORE
ADVERTISING

Among the papers read September 8th at the convention of the National Association of Five and Ten Cent Merchants, was one by President C. W. McClure on "How to Trap the Dollar." He advocated newspaper advertising as the only kind that would bring results, and declared that the cost would be recouped a thousand fold in the increased business.

Seth Brown addressed the Marshalltown Club, of Marshalltown, Iowa, Sept. 1st, on "Municipal Advertising."

The Oregonian

PORLAND, OREGON

ANNOUNCES

*that after September first, nineteen hundred and ten
it will be represented in the Foreign field by*

VERREE & CONKLIN

(INCORPORATED)

SPECIAL NEWSPAPER ADVERTISING

Brunswick Bldg., New York Steger Bldg., Chicago

1847 ROGERS BROS. 

"Silver Plate that Wears"



The famous trade mark

"1847 ROGERS BROS." guarantees the *heaviest* triple plate. Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,

(International Silver Co. Successor)

New York Chicago

MERIDEN, CONN.

San Francisco

THE READJUSTMENT OF AUTOMOBILE ADVERTISING.

THE GLITTER OF AUTOMOBILE SELLING COMING OFF, AND SANER METHODS OF PUBLICITY RESULTING—POSITION OF THE AUTO ESTABLISHED WITHOUT QUESTION.

By Will H. Brown.

Vice-President, Willys-Overland Auto Co., Toledo.

Probably no one article, if an automobile can be called an article, has been the cause of so much advertising in the last few years as the popular motor car. It had to be a procession of education, confidence inspiring and then white heat competition.

The question now arises whether the glitter which hovers over the motor car industry and sport is beginning to fade. If this be true, it means the motor car will settle upon a commercial basis purely, like pianos or anything else. This is where I think it belongs, and I have been unable to have any other than a pure commercial view of the whole situation.

The automobile craze up to date has swept over the land, but while I am a manufacturer I have not been infected by this disease. To me it was, is, and ever will be one manifestation of the progress of civilization, a natural, logical means of transportation for a growing industrious people. As when the ox cart was discarded, so with the horse-drawn wagon. The automobile is now on a fixed basis. This may surprise some people, but I believe at last it has stemmed the tide of the "automobile craze" and the "motor game" periods.

With this true, competition will be none the less keen. Most people now realize the value of the motor car both for passenger and commercial service. They do not need to be told in generalizations that this is the motor age; they do not need to be told that it means death to use one—they know better; they do not need to be told that it is too expensive.

What they do need is to have comparative values impressed upon them. They all agree now that they want and need the automobile. The question resolves itself upon what car.

It has been said by agents that up to date when a man became a motor convert one could sell him almost any car that was handy. That day is gone, gone with the glimmer and excitement that accompanied the flush of the motor's grand "coming out."

Many men have owned cars and will buy new ones. They are open to conviction. Advertisers must do a large part of this convicting. They want to know the original cost, the upkeep cost, the power, safety, speed, comfort and control. They do not want extravagant claims; enough has been said. They want facts and figures. Especially is this true of the commercial car. Will it do the work of three horses, three wagons and three men. If so, tell the grocer, laundryman, the merchant in every business. Does it cost less? Tell him so. Show him, not in terms of wild assertions, "this is the best car on earth," but show him in an honest businesslike manner the truth about your car. Give him concrete examples of service rendered, and, above all, give it to him in a simple fashion. Too many advertisers pay heed to how the copy looks and sounds to their own eyes and ears instead of to that army of customers he is trying to reach.

This, in a general way, sums up, in my opinion, the future of automobile advertising; not flashy assertions about races and contests, not appeals to the "good times" one can have if that one buys a car, but rather on a solid, dignified business principle, where the prospect is shown all advantages and, at the same time, told of the car as such, and this particular car over its rival. For automobiles are as different as other products; there are imitations and there are frauds, there are those cars poured from "bubble" factories, and there are other cars worth more than the money paid for them.

"EDU
The forc
Compan
Thorndi
to bring
with ea
could.
Those
velopme
N. John
ster, the
ing cam
advertis
branch

"EDUCATOR" MEN BANQUET

The fourth annual banquet of the selling force of the Johnson Educator Food Company, Boston, was held at the Hotel Thorndike, September 8th. It served to bring the workers into personal touch with each other as few other affairs could.

Those gathered were told of the development of the Educator Idea by Mrs. N. Johnson Barbour. Robert D. Webster, the sales manager, outlines the selling campaigns, and F. N. Barbour, the advertising campaigns. The various branch managers made their reports.

The Atlanta Ad Men's Club was addressed on the evening of September 13th by Frank A. Browne, newly appointed advertising manager of the J. M. Hill Company, Atlanta. Mr. Browne's subject was "Retail Dry Goods Advertising."

The Oklahoma City Ad Club opened its season with an outing at Belle Isle on September 8th. On September 15th it was addressed by Claude Weaver, a local attorney, on: "What I Don't Know About Advertising." The club plans to meet once a week during the winter.

"The Work of Eloquence is to Change the Opinions of a Life-Time in Twenty Minutes"

SO said Emerson. That is also the work of a good circular letter writer.

Three writer-salesmen on our organization who have specialized for seven years on selling letters. Mr. C. Beam, in his work "How to Convince and Persuade" names three men in America who are considered "Absolute masters of the persuasive art"—one of those names is a member of our staff of circular letter experts.

The Business Development Company of America
"Writers of letters that pull"

119 NASSAU STREET : NEW YORK CITY
Phone 5374 Cortland



STRATHMORE QUALITY Book and Cover Papers are recognized by most good printers as the papers that lay the foundation for good taste on most every first class typographical job turned out in this country.

If you haven't the "STRATHMORE QUALITY" sample books, you should have them—and you *may* if you'll ask us for them.

THE MITTINEAGUE PAPER COMPANY
"Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

ORGANIZED EXPORT MOVEMENT STARTED

EXPORTERS REPRESENTING QUARTER OF A BILLION CAPITAL MEET TO PUSH PLANS—OBJECTS OF ORGANIZATION.

Hard upon the recent action of the Government in making its consular service of use to American exporters, comes the organization in New York, Sept. 12th, by 160 leading manufacturers, of an export association for mutual benefit. This is the most aggressive step ever taken by American exporters looking to an effective invasion of the foreign field, and especially of South America, Mexico and other fast growing parts of the world, which Americans have shamefully neglected.

This organization takes on an air of importance and gives an earnest of real accomplishment when it is stated that capital aggregating more than \$250,000,000 was represented at the meeting at the Hotel Imperial.

At the meeting practically all of the 160 corporations were represented by the men who are in charge of their export business.

Some of the corporations represented at the meeting were the Westinghouse Electric Manufacturing Company, the Du Pont-de Nemours Powder Company, the Studebaker Brothers Company, the Eastman Kodak Company, the International Harvester Company, the Herring-Hall-Marvin Safe Company, the Victor Talking Machine Company, the N. K. Fairbank Company, the Yale & Towne Company, the Welsbach Company, the American Laundry Machinery Company, the Oliver Typewriter Company, and several of the subsidiaries of the United Gas Improvement Company, of Philadelphia.

I. S. Betts, of the National Cash Register Company, in his opening address said that the proposed organization was designed not only to bring the export managers together for their mutual benefit but also for the benefit of the various concerns they represent in the foreign trade.

The chief objects the association will endeavor to accomplish were stated to be as follows:

1. To bring united influence to bear on the State Department and Department of Commerce and Labor in Washington looking to the advancement of our foreign trade interests.

2. To bring similar pressure to bear on transportation companies looking to the establishment of equitable freight rates and better service.

3. To protect trade-marks of American manufacturers by combating the common practice of unscrupulous foreign firms or individuals in registering and doing business under trade-mark not rightfully their own.

4. To look out for those members who get into the meshes of customs authorities, aiding them in reaching an equitable adjustment of their difficulties.

5. To combat the many evils now existing in the field—evils which thrive on the general ignorance of business conditions—and to take steps toward the elimination of concerns whose crooked export methods are reflecting discredit on the entire nation, and who now operate with little or no fear of interference. United action by members would speedily reform these conditions.

6. To enhance the dignity and standing of the manufacturers making up this association in the eyes of foreign importers and large foreign buyers generally, to whom membership in the proposed association will be an indication of good general standing in the business world.

7. To dignify, broaden, and render more effective the great work that is now being done by individual export managers by bringing them together periodically for their own good and for the good of the houses they represent.

8. To investigate, for the benefit of members, organizations purporting to exist for the purpose of aiding the American manufacturers, such as publications and bureaus.

9. To secure the proper interpretation of foreign customs regulations, resisting unfair or ignorant constructions thereof which an individual shipper could not afford to fight, but which the association could resist as matters of precedent and principle.

It was stated that it was the purpose of those in the association to establish in New York City a club for foreign buyers.

These officers were elected in the permanent organization:

President, W. B. Campbell, Cincinnati; first vice-president, J. K. Rodgers, Newburgh, N. Y.; second vice-president, D. P. Mitchell, Camden, N. J.; third vice-president, D. E. Delgado, New Haven.

Board of Directors—I. S. Betts, Dayton, Ohio; E. H. Allen, Shirley, Mass.; S. S. Weart, Canton, Ohio; Alfred F. Howe, Warren, Ohio; L. A. Kimball, Fitchburg, Mass.

ADVERTISING EPIGRAMS.

There's romance in business, as well as in books. Many a fact-story of advertising is more gripping than fiction. It's all in the telling.

Some houses play advertising as their last card when they should have played it at their first.

Make your goods the best, and then make them so well known by advertising that any man can pick out the best from the rest.

There's "pretty picture" advertising. There's "cute copy" advertising. There's honey-dipped and sugar-coated advertising that appeals to the senses, but not to sense. Stop tickling and hit hard!

The ability to pack the utmost meaning into the fewest words is rare in advertising. So much of it ambles and rambles, stutters and sputters, lacks both joint and point.

Some advertising is over-weighty. Some advertising is over-witty. The best advertising is that which hits with the force and directness of a cannon ball.

The perfect advertisement is not that which makes the reader exclaim admiringly, "How clever," but which makes him mutter determinedly, "I want that!"

Advertising copy need not be spineless and spiritless. It can have the same attributes as the human voice—magnetism, incisiveness, persuasiveness.

There's a dynamic force about good advertising copy, which blows the cold ashes of indifference into the leaping flame of interest.

In advertising it's so easy to be surface-clever and so hard to be deep-down convincing. The orchestra leader who tears his hair seldom evokes great music. True power lies in restraint.

Often an advertising campaign that starts with a run ends with a limp, because the advertiser instead of trusting to his driver meddles with the reins.

If the face of the staggering successes won through advertising the firm that says: "Advertising is rot" proclaims its own dry-rot.

Type to be eye-compelling must have elbow room. Printers call it "white space."

Some caustic pen defines conservatism as the spirit of that man who is "too lazy to fight and too fat to run." The paunched and triple-chinned conservative house never advertises. Oh, no!

To-morrow's dividends can only come from to-day's investment. Mere intent to advertise brings no income.

C. P. WOODRUFF DEAD.

Charles P. Woodruff died suddenly of heart disease at Rochester, N. Y., September 9th. Mr. Woodruff has been connected in editorial and advertising capacity with a number of newspapers and trade publications, among them being *Men's Wear, Boot & Shoe Record*, *The Daily Trade Record*, etc.

A movement is on foot to have the legislature of Iowa appropriate \$25,000 as the nucleus of a fund to advertise that state.

BRIGHT, ALERT YOUNG MAN, AGGRESSIVE AND OF GOOD ADDRESS AND MENTALITY, WANTED TO SOLICIT ADVERTISING IN THE FINANCIAL FIELD FOR A LEADING NEW YORK DAILY MAKING THIS FEATURE OF ITS NEWS OF SPECIAL INTEREST TO FINANCIERS AND INVESTORS. EXPERIENCE DESIRABLE BUT NOT ABSOLUTELY ESSENTIAL.

THIS POSITION OFFERS A GOOD FUTURE TO A MAN HAVING THE NECESSARY QUALIFICATIONS. ANSWERS WILL BE HELD IN CONFIDENCE. ADDRESS "R. J." IN CARE OF PRINTERS' INK.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world. *What they want they get!* Do you want some of this business? USE THE CLIPPER

ADDRESS
NEW YORK CLIPPER, New York City

THE
Daily Abendpost
(Consolidated German Newspapers)
affords advertisers the opportunity of covering the large German-reading field in
ROCHESTER

"KNOCKING"—THE DESTRUCTIVE METHOD OF SOLICITATION.

WIDESPREAD PRACTICE AMONG SHORT-SIGHTED AGENTS, WRITERS, ARTISTS AND PRINTERS—THE FAR BETTER WAY OF WORKING WITH ADVERTISING MANAGER CONSTRUCTIVELY

By F. L. Brittain.

About the worst that could befall the advertising profession is to have engaged in it men who conduct agencies, copy writers, and printers, yes, and solicitors for mediums, too—who see no good in other men's work.

Some of these sharks attack concerns whose business is in good hands—whose advertising is being handled in a splendid manner and profitably.

I know of a firm that is doing a nice business. Their advertising is being handled in a very clever way, and is pleasing the members of this firm by the business it is bringing them. And yet almost every week they have letters from different agencies wanting to take charge of their advertising. One wrote: "Your trade journal advertising noted. We would like to submit on approval," etc., "making your announcements more distinctive and appealing to the class of buyers you want to reach," etc.

Now, that's a foolish letter to write. Trying to make some advertiser dissatisfied is not going to help the advertising business any, and I am certain that it was not only very distasteful to this firm to receive that letter when they were so well pleased with their advertising, but it queers the agency's chance to get business from that source. The agency writing the letter will not be consulted or even given a look-in next year when some national advertising will be placed.

Why is it more agencies do not find out which houses have their own advertising men, and then work through and with the advertising manager of that house.

If this were done, and if every agency would make a record of such houses and then approach them in the proper way, I believe advertising would be given a greater impetus, agencies, magazines, newspapers, printing plants and others would reap a richer harvest.

It is not very pleasant for a business man to have letters poured into him every day telling him how bad his advertising is, and if his advertising is paying him it makes him fearful and distrustful, not only of the agency that writes the knocking letter, but generally all others as well.

And copy writers are guilty; and printers are guilty, too, of this "running down," "knocking" habit. Not very long since an advertising man said: "I had occasion to give a little side street printer a small job of printing. Next day a letter was laid upon my desk stating the writer thereof would be glad to take charge of my firm's advertising, and dilated upon his ability to show results. This letter I found was written by the little one-press printer I had the day previously given a job, and who had never spent one hundred dollars of his own or any one else's money for advertising."

Just a few days since a firm received from a copy writer the most asinine letter I ever read. It was addressed to a boy who at the time he left the house I have in mind was only 17 years of age, and held no responsible position with the house. Several letters, mind you, have been addressed by this copy writer to this young man. The last letter says, in part:

"I want to get a few pointers about your business and the man at the heart of it. In asking you several pertinent questions regarding your business, Mr. —, I, therefore, beg you to bear in mind that I have first figuratively put myself in your boots. I intend my suggestions to be of service to you—not to engender your ill-will. I know your style of fighting, and I am consequently coming straight to the point."

Then follows a long type-

written dissertation on the man's ability and his willingness to "hook up" and be "bringing the bacon into camp" in "less than thirteen days" after "hooking up." The things this copy writer proposed and agreed to do would have made the advertising manager of the concern addressed look like thirty cents. And they do say that this firm is the fastest growing house of its kind in the country, and "tickled to death" with their advertising.

A wholesaler I have in mind is doing a splendid business. He employs an advertising man who spends a small appropriation in building good will. He is not trying to see how much business he can get in, for the business now cannot well be taken care of at times. A big advertising agency — one of the largest in America, has been after the wholesaler. Their argument is "we can increase your business 25 per cent." They wanted \$25,000 with which to do it.

The agency has never consulted the advertising man who is in complete control. Conditions may sometime cause this account to become a big advertising possibility. The money is back of the concern in big figures. The product is so good that it is impossible to fill all the orders with promptitude. And yet if the time comes to advertise, the advertising will go to some agency other than the one referred to here.

There is often much bad feeling between the advertising man and the agency handling his firm's business. Agencies claim some advertising men cannot see a good thing no matter how it is presented to them. It is a disease with some agencies — that of wanting to spend big money and do big stunts. The advertising man often acts as a safety valve, and I can scarce believe any advertising man is going to turn down a good plan unless he thinks he has a better one he wishes to try. Then it becomes a matter of opinion. No doubt the agency would then become just as stubborn as it thinks the advertising man had been, and so

would begin the game of knock.

And so it goes — advertising agencies and advertising men engaged in a game of finding fault and seeing nothing good in other men's advertising. But, thank goodness, there are, on the other hand, advertising agencies who are building up — agencies who are lending real aid to advertisers, and who are not continually knocking on every advertising manager's work who is not placing his business through them. But this article has to do with the man who undermines — let us have more uprightness and less of the slurring, confidence-destroying game.

NEW YORK UNIVERSITY TO TEACH ADVERTISING.

New York University has published its bulletin which outlines the courses of the coming year in the School of Commerce and Finance. The courses include a number on newspaper work and magazine work. Two of the courses are entitled: "Business Correspondence and Advertising and Selling Practice" and "Business Organization and Advertising and Salesmanship."

The Topeka Ad Club was addressed recently by A. G. Samuel of St. Joseph, Mo. Mr. Samuel took for his subject "The New Era in Advertising."

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.
Circulation 143,054. Rate 35c.

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.
Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circular before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING BOOKS

\$3.50 Advertising Book for \$2.00. "How to Advertise a Retail Store and Mail Order and General Advertising." 500 pages, 641 illustrations, 300 Selling Plans. **BOOK BROKER**, care Printers' Ink.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N.C. leading textile publication South. Circulation increased 50% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. L. MacLean Beers, P.O. Box 1078, Havana, Cuba.

AD. WRITERS

**Woolsey Wants Work Writing
HYAL REMEDIES PAID HIM**

\$1,500

for 15,000 words and their advertising man says that Woolsey's prize advertising and selling plan for their remedies: "There is no fine-spun theory about it—Woolsey's way works." Ten cents a word—poor EH? Write me to write you, "Woolsey says so," Oswego, N.Y.

BILLPOSTING

FRED PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES and CANADA, Times Building, New York City. Send for estimates.

8¢ Posts RI.

Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency... Providence R.I.

BUSINESS OPPORTUNITIES

THE ONLY actual difference between a "grave" and a "grave" is one of dimensions, as either are fully capable of burying a would-be ADVERTISER'S interests. Ignorance and indifference are the two undertakers kept constantly busy in a vast cemetery of "RUTS" with branches all over the world. Francis I. Maule, 401 Sansom St., Philadelphia.

FOR SALE—A long established, high grade class journal, paying over 25% net annually on \$25,000—may be purchased for that amount (no plant.) Exceptional opportunity. Deal must be on cash basis. If you can command the money and want a fine business, here it is. The journal will return entire purchase price in four years. Only once in a lifetime is such a property offered for sale. Partners cannot agree, hence business is offered at much less than its actual value in order to effect prompt settlement. Price asked fully \$5000 below what the property is worth on basis of present earnings. Don't write unless you have the money and mean business, as owners will not go into details with curiosity seekers. Proposition is gilt edge from every standpoint. References required. Address, FISK AND HAMILTON, care of Printers' Ink, New York.

We Want to Buy an Advertising Agency

of good repute and with a line of customers. Will take over copy-writers, canvassers, also the owner if he wishes to co-operate in building up a larger agency. We have a well-established agency with ample capital, a good organization, and the highest reputation, and have room for more business and some first-class men. Address "H.A.", Room 72, Gerken Bldg., Chambers and Hudson Streets, New York City.

ESTABLISHED FACSIMILE LETTER R business in live eastern city of 100,000; 120 customers; no competition; nets \$90 monthly (\$150 this month); will net \$3,000 yearly in two years; equipment inventories \$1,000; splendid chance for printer, advertising or office man to make good in business of his own; business for sale for \$2,500; proprietor taking up father's business. Address "FACSIMILE," care Printers' Ink.

Trade Journal For Sale

A Chicago publisher wishes to dispose of trade paper (for certain reasons which will be explained to interested parties) devoted to one of the most important industries in the country, with no competing paper located in its own territory. For the reasons referred to a quick sale is desired. This is an exceptional opportunity to obtain a live paper in a live field at a very low figure. "PUBLISHER," Box M. M., care of Printers' Ink.

Agency Solicitor and Manager

A well-established agency has an unusual and splendid proposition for a high-class man who controls some business. An opportunity seldom offered for a man desirous of getting into the agency game on his own account. All communications absolutely confidential. Address "EXCEPTIONAL," care Printers' Ink, New York.

FORM LETTERS

A DVERTISER—You want your form letters to produce. Let me revise them—fill them with selling talk—make Silent Salesmen of them. Write yours truly, R. S. BOND, Scranton, Pa.

FOR SALE

For Sale—Two Unitype Ma- chines, 10 and 8 point; good condition; very cheap for quick sale. Address "MACHINERY," care Printers' Ink.

FOR SALE—Advertising Agency, long established, paying net income of \$8,000 to \$12,000 a year. To experienced, capable man will sell one-fourth interest for \$2,500, or one-half for \$4,000, or entire business for \$7,000 cash. Address immediately and in strict confidence, "M. M. M.," care Printers' Ink.

HELP WANTED

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—A well educated and healthy, temperate young man, thoroughly understanding composing room work. Must be rapid, accurate and skillful worker, capable of setting up advertising in original manner, imposing and making up forms. Good future for right man. State salary expected, age and references. Address PLUMBERS' TRADE JOURNAL PUB. CO., 46 West 34th Street, New York City.

High Grade Technical Paper wants a representative on a commission basis in Boston, Pittsburgh, Cincinnati, Detroit, Cleveland and Buffalo, to solicit accounts already worked up and renewals. "K. A.," Printers' Ink.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummmed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.
Fenton Label Co., Phila., Pa.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY,
Washington, D. C. Established 1869.

POSITIONS WANTED

A CORRESPONDENT with advertising experience wants to make a change. Address "S. W. H.," care Printers' Ink.

FIRST-CLASS advertising solicitor wishes to connect with a trade paper for New York and the East generally. At liberty October first. Best of references. Good reason for wanting to change. "SOLICITOR," care Printers' Ink.

A TRADE PAPER Special Agent wants to represent out of town trade paper in New York and east of Buffalo. Best of references. Can give news letter if desired. Address "T. P. S.," care Printers' Ink.

ENERGETIC, capable man (29), 14 years' experience in printing and advertising business, desires position as solicitor with first-class agency. References. "G. M.," care Printers' Ink.

TWO THOUSAND Dollars per year secures services of bright advertising and idea man—writes good copy, does fine commercial art work in line and wash. "ALL-AROUND," care Printers' Ink.

YOUNG MAN of 23, with six years' business experience, desires position in the advertising field. Let me call and talk it over. Address "B" 196 William Street, East Orange, New Jersey.

COLLEGE GRADUATE (24) with agency experience copy and layouts, desires position. Has complete knowledge of advertising types. Opening with magazine with possibility of working in or the outside preferred. Address "A. R. H.," care of Printers' Ink.

EXPERIENCED CORRESPONDENT, writer of good advertising copy, and familiar with all forms of printing, wishes to connect with a high-class manufacturing house, department store, or agency, in the Middle West. Preferably Buffalo, N. Y. Address "D-7," care Printers' Ink.

Advertising Manager—Would you like to meet one who is young in years but has had 11 years experience with large manufacturers of mechanical goods and engineering concerns. My experience embraces designing, writing and placing of copy, preparation of articles with magazines, trade papers and newspapers, catalogs, booklets, folders, installing follow-up system and form letters. I can demonstrate my ability to produce absolutely distinctive results. "EXPERIENCE," care Printers' Ink.

I Want to connect with advertising or sales manager or advertising agency. Have executive experience in wholesale and manufacturing, some advertising, mail-order and road work. First-class correspondent. Have typewriter and multigraph can use with position. Now employed, but want larger field lines indicated. References. Address "ADVERTISING," Box 82 Montgomery, Alabama.

MAIL-ORDER BUSINESS BUILDER with success record wants proposition from manufacturer, distributor or real estate operator to manage mail-order department. For six years managed copy department of large Western advertising agency. Have owned and managed large mail-order business. I want and will earn \$4,000 first year. Prefer working interest as part salary. Age 29; married. Lots of references and advertising samples. Prefer the West. Address "MAIL ORDER," care Printers' Ink.

Will Consider New Position

AS ADVERTISING OR ADVERTISING AND SALES MANAGER. At present advertising manager for large concern using national, local mediums and all systems of advertising. 10 years' experience. European experience. New York City preferred. Good salary and position of authority only. Address, "Box 300," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

TRANSLATIONS

CORRECT translations English to French promptly done. Medical work specialty. M. Trembley, 288 Sherbrooke, W. Montreal, Can.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

Send Your Order Now for Bound Volumes of Printers' Ink

To satisfy the demand of those who regard a year's issues of PRINTERS' INK as a never-ending source of information, we are making up a limited number of bound sets of the issues of 1910. You may have one of these valuable sets if you send in your order promptly.

There are 13 copies to a volume, durably bound in cloth and board, with gold lettering. The set of four sent prepaid to any address upon receipt of \$8.

Printers' Ink Pub. Co.
12 West 31st Street, New York

Make Your Employees More Valuable To You

See that they help you more through being helped themselves by reading PRINTERS' INK. Don't trust to the chance of their being ginned up now and then when they just happen to see a copy. Safeguard yourself by subscribing for them. Many agents and companies do this for their solicitors and salesmen.

Four yearly subscriptions cost only \$5.

Printers' Ink Pub. Co.
12 West 31st Street
New York

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,428. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,068. This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Hartford, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Hartford, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,729.

New Haven, Evening Register, daily. Aver. for 1909(sworn) 17,109 daily 2c.; Sunday, 15,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 18,411. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. Few papers so fruitful for advertisers.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,051.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday Average, month of June, 1910, 50,416 (© ©).

FLORIDA

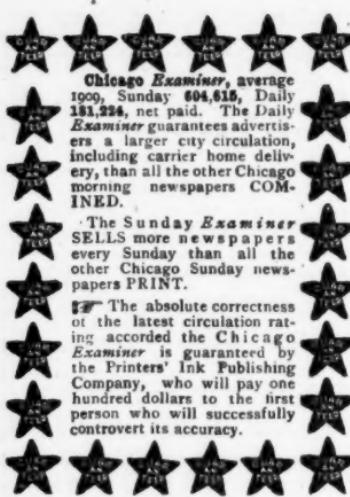
Jacksonville, Metropolis. Average, 1st 6 mos., 1910, 18,765. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 26,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Champaign, News. Leading paper in field. Average first five months, 1910, 5,161.

Chicago, Breeder's Gazette, a weekly farm newspaper \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 50 cents, flat.



Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

EThe absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909, 20,874.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,943. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average May 1910, 11,807. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Aug., '10, 16,413. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,426.

Washington, Des. Journal. Only daily in county. 3,009 subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. D. av. '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, The Times, evening daily, avg. for 1909 net paid 48,488.

MAINE

Augusta, Kennebec Journal, daily avg. 1909, 6,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, avg. 9,928; weekly, 27,783.

Portland, Evening Express. Average for 1909, daily 18,319. Sunday Telegram, 10,000.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, 79,284; Sun., 102,476. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,416. For Aug., 1910, 77,835.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (00). Boston's tea table paper. Largest amount of week day ad.

Boston, Globe. Average circulation.

Daily (2 cents a copy)

1909, 180,278; Gain, 8,981

Sunday

1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,355,279 lines

Gain, 1909, 465,579 lines

2,504,389 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

HUMAN LIFE, The Magazine About People. Guarantees and proves over 150,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683

Lawrence, Telegram, evening, 1909 av. 8,881. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 18,632; 1908, 18,386; 1909, 18,559. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST August

AVERAGE AUGUST, 1910

The Sunday Post

261,208

Gain of 12,903 Copies
Per Sunday over August, 1909

The Daily Post

351,444

Gain of 60,129 Copies
Per Day over August, 1909

Salem, *Evening News*. Actual daily average
for 1909, 18,874

Worcester, *Gazette*, evening. Av '09, 16,775;
first 6 mos. '10, 17,424 Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (OO).
The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all
Michigan farmers. Ask any advertiser. \$0,000.

Jackson, *Patriot*, Aver Aug., 1910, daily
10,740, Sunday 11,858 Greatest circulation.

MINNESOTA

Minneapolis, *Farm, Stock and Home*, semi-
monthly. Actual average for six months ending
June 30, 1910, 105,916.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating
is guaranteed by the Printers' Ink Publishing Company. Circulation
is practically confined to the farmers of Minnesota, the Dakotas,
Montana, Western Wisconsin and Northern Iowa. Use it to reach
this section most profitably.

Minneapolis, *Svenska Amerikanska Posten*.
Swan J. Turnblad, pub. Av. 1909, 64,455 A.A.A.

Minneapolis, *Farmers' Tribune*, twice-a-week.
W. J. Murphy, publisher. Aver. for 6 months,
1910, (to July 1), 25,808.

CIRCULATION Minneapolis, *Tribune*, W. J.
Murphy, publisher. Established
1867. Oldest Minneapolis daily.
Average circulation of daily
Tribune for six months ending
June 30, 1910, 88,667. Average
circulation of Sunday *Tribune*
for same period, 80,092.

Minneapolis, *Journal*, Daily
and Sunday (OO). In 1909 av-
erage daily circulation evening
only, 73,139. In 1909 average
Sunday circulation, 74,396.
Daily average circulation for
Aug., 1910, evening only,
77,637. Average Sunday circu-
lation for Aug., 1910, 80,113.
(Jan. 1, 1908, subscription rates
were raised from \$4.50 to \$6.00
per year cash in advance. The
Journal's circulation is absolutely
guaranteed by the Printers
Ink Publishing Company. It
goes into more homes than
any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening. Daily
circulation for 1909, 1,109; January, 1910, 1,282.

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113.
E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909,
38,833. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (OO). Mo. Henry
R. Strong, Editor and Publisher. Average for
1909, 9,094. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*,
Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly
142,308 for year ending Dec. 31, 1909

Lincoln, *Freie Presse*, weekly. Average year
ending Dec. 31, 1909, 143,054

NEW JERSEY

Camden, *Daily Courier*. Actual average for
year ending December 31, 1909, 9,142

Jersey City, *Jersey Journal*. Average for
1909, 24,198 Last three months 1909, 24,856

Newark, *Evening News*. Largest circulation
of any newspaper in New Jersey

Trenton, *Evening Times*. Ave. 1c-'07, 20,270,
'08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

NEW YORK

Albany, *Evening Journal*. Daily average for
1909, 16,921. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says
The Standard Union now has the
largest circulation in Brooklyn. Daily
average for year 1909, 52,905.

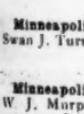
Buffalo, *Courier*, morn. Average, Sunday, 86,
727, daily, 46,384; *Enquirer*, evening, 26,596

Buffalo, *Evening News*. Daily average for
1907, 94,843; 1908, 94,083; 1909, 94,307

Gloversville and Johnstown, N. Y. *The Morning
Herald*. Daily average for 1909, 6,856.

Mount Vernon, *Argus*, eve. Daily av cir year
ending Dec. 31, 1909, 4,931 Only daily here

Newburgh, *Daily News*, evening. Av-
erage circulation entire year, 1909,
6,718. Circulates throughout Hudson
Valley Exam'd and certified by A. A. A.



PRINTERS' INK.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 20,903 (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 260,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 8,641; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 360,003. Evening, 399,869. Sunday, 460,966.

Poughkeepsie Star, evening. Daily average year, 1909, 8,013; first six months, 1910, 8,460.

Schenectady Gazette, daily. A. N. Liecty. Actual Average for 1909, 17,470; for Aug., 1910, 20,654. Benjamin & Kentnor, 225 Fifth Ave., New York; Hoyce Building, Chicago.

Schenectady Star. Aver July, 1910, 16,198. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 33,458; Sunday, 40,923.

Troy Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica National Electrical Contractor, mo. Average for 1909, 2,683.

Utica Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 18,117.

NORTH CAROLINA

Asheville Gazette-News. Average, '09, 5,643. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte News. Evening and Sunday Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks Norman. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Aug., 1910, 92,657 daily; Sunday, 114,354.

Columbus Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Youngstown Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City The Oklahoman Aug., 35,805 week day, 42,600 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland The Evening Telegram in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, *The Oregonian*, (©©)

August average circulation, Sundays, 59,000; Daily, 47,528. For 10 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester Times, ev'g d'y. Average 1909, 7,118. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie Times, daily. 21,385 average Aug., 1910. A larger guaranteed paid circulation than all other Erie paper combined. E. Katz, Special Agt., N. Y.

Harrisburg Telegraph. Sworn average July, 1910, 17,523. Largest paid circulation in Harrisburg or no par. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown Tribune. Average for 12 mos., 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

In
Philadelphia
It's
The Bulletin

Net Daily Average for
July, 1910.

229,838

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia Confectioners' Journal, mo. Average 1908, 5,817; 1909, 5,822 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

GUARANTEE

Philadelphia. The Press (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, \$6,054; the Sunday *Press*, 163,995.

Washington, Reporter and Observer, eve. and morn. Circulation for June, 1910, 12,646.

West Chester. Local News, daily, W. H. Hodgson. Aver. for 1909, 18,880. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. Times-Leader, evening; daily net circ. first 6 months, 1910, 17,276, guaranteed.

York, Dispatch and Daily. Average for 1909, 26,018.

RHODE ISLAND

Pawtucket Evening Times. Average circulation 12 mos. ending June 30, 'to, 19,452—sworn.

Providence. Daily Journal. Average for 1909, 21,858 (©). Sunday, 28,125 (©). **Evening Bulletin**, 48,091 average 1909.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1909, 5,811. July, 1910, 6,964.

Columbia, State. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,958.

Spartanburg, Herald. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Nashville, Banner, daily. Average for year 1907, 38,206; for 1908, 36,554; for 1909, 40,056.

TEXAS

El Paso, Herald, June, 1910, 11,802. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Burlington, Free Press. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1909, 3,345. Only Montpelier paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Average July, 1910, 4,087; Aug. 4,027. Largest circulation. Only eve. paper.

PRINTERS' INK.

WASHINGTON

Seattle, The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 86,562 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. Its 1909 *Times* beat its nearest competitor 2,756,054 lines.

Tacoma, Ledger. Average 1909, daily, 18,798. Sunday, 26,156.

Tacoma, News. Average for year, 1909, 18,829.

WISCONSIN

Janesville, Gazette. Daily average, Aug., 1910, daily 8,245; semi-weekly, 1,775.

Madison, State Journal, daily. Actual average for Jan., 1910, 8,960.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for April and May, 1910, 43,253. Gain over April and May, 1909, 8,758 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, The Milwaukee Journal, (evening daily). Average in Aug., 1910, 63,110; gain over Aug., 1909, 2,302 daily; average for 12 mos., 61,728 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh, Northwestern, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine, Daily Journal. July, 1910, circulation, 5,183. Statement filed with A. A. A.

The WISCONSIN AGRICULTORIST

Racine, Wis., Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office, 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average year, 1909, daily, 8,125; semi-weekly, 4,994.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1909, daily, 40,890; daily July, 1910, 48,360; weekly 1909, 27,080; July, 1910, 26,117.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1909, 18,182. Rates 5¢ in.

Winnipeg, Telegram, dy. av. Aug., '10, 22,861; (Saturday av., 27,287). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal, La Presse. Daily. Average for June, 1910, daily 97,500. Largest in Canada.

PRINTERS' INK.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. **T**HE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (OO), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West. **N**EARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*, says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.
THE Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE Boston Globe, daily and Sunday, for the year 1909, printed a total of 400,465 paid Want Ads; a gain of 42,557 over 1908 and 306,023 more than were printed by any other Boston newspaper.

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,805. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

CIRCULATION **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune printed during the 7 mos. ended Aug. 1, 1910, 1,480,825 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged daily or Sunday.



by Printers' Ink Pub. Co.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1910, amounted to 197,064 lines; the number of individual ads published were 24,743. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15¢.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 95% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 35,805. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (○○).

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, June 1910, 60,416 (○○).

GEORGIA

Atlanta Constitution (○○). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1900-10, 16,902.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1900, 1,821; weekly, 17,598 (○○); 7,445 increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

Boston Evening Transcript (○○), established 1850. The only gold mark daily in Boston.

Boston, Textile World Record (○○). Reaches textile mills. 6,000 guaranteed circulation.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(○○) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

NEW YORK

Army and Navy Journal, (○○). First in its class in circulation, influence and prestige.

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Century Magazine (○○). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (○○). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation averages over 18,000 per week. MCGRAW PUBLISHING COMPANY.

Engineering News (○○). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Hardware Dealers' Magazine (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post" —Printers' Ink.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (○○) the best and most influential fruit growers' paper published in the world, monthly, illustrated \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (○○), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (○○), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (○○). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (○○) and The Evening Mail. Circulation 18,768, flat rate.

Business Going Out

Contracts are going out to a list of general publications from the J. Walter Thompson Co. for the advertising of the Caementium Sales Co., Boston. Copy varies from 56 lines to magazine pages. The account is handled by the Boston office of the Thompson Co.

Copy is going to leading magazines for the advertising of the Crawford Range, manufactured by the Walker & Pratt Co., Boston. The advertising is going through the Walter C. Lewis Co., Equitable Building, Boston. This agency is also sending out November copy on the advertising of Walter M. Lowney Company.

The Hampshire Paper Co., manufacturer of Old Hampshire Bond, South Hadley Falls, Mass., has made up its plans for the coming season's campaign. Orders and copy are going out to a list of general mediums through the George Batten Co., New York City.

Orders for 200 inches on the advertising of Dr. Greene's Nervura are going out from the P. F. O'Keefe Agency, Carney Building, Boston. Daily newspapers are being used.

This agency is also using New England dailies for the advertising of the Henry Siegel Co., one of Boston's leading department stores.

Wood, Putnam & Wood are handling an appropriation in general mediums and women's publications for the Wightman & Hough Co., Providence, R. I. The W. & H. locket is the product advertised.

The C. Brewer Smith Agency, 85 Devonshire St., is handling all the advertising of the Riker-Jaynes chain of drug stores. Large copy in newspapers is contracted for in cities where they have stores.

The advertising of Reed & Barton, Taunton, Mass., silversmiths, is now being handled by the New York office of the Frank Presbrey Co.

The F. P. Shumway Co. is considering plans for a national campaign for the Leslie Mfg. Co., Boston, manufacturer of the Spira-Kit Safety Razor.

Hill Bros., New York, are advertising Dromedary Dates in a list of national publications. The account is handled by Wm. J. Boardman, manager of the Boston office of the George Batten Co.

Lombard, Bambina Co., Lynn, Mass., is using small copy in leading publica-

tions advertising wigs and toupees. The business is placed direct.

Orders are going out generally to newspapers from the Wyckoff Advertising Co.'s Boston office, 79 Milk St., for Williams, Clark & Co., Lynn, Mass. This is on the advertising of the La-France Shoe and newspapers are used in cities and towns where they have local dealers.

Many of the publishing houses of Boston are contracting for newspaper space for their fall book announcements, Houghton, Mifflin & Co.'s appropriation is handled by Wood, Putnam & Wood, and this agency also handles the business of Lothrop, Lee & Shepard, Little, Brown & Co. are putting their business through the Morse International Agency, and Small, Maynard & Co.'s advertising is handled by the Boston office of the Wyckoff Advertising Co.

Wood, Putnam & Wood have sent out contracts to a list of general mediums for the advertising of Curtis & Cameron, manufacturers of Copley Prints.

Spear & Co., Pittsburgh, have inaugurated their regular fall and winter campaign in a big list of mail order publications, national weeklies, and a few high-class women's publications. H. W. Kastor & Sons, Chicago and St. Louis, are sending out orders to start with October issue. Two hundred lines display is being used.

The Ralston Purina Company, St. Louis, are contemplating an extensive campaign in daily newspapers and magazines this fall, and are asking for rates. The advertising will be handled by the Gardner Advertising Company, same city.

H. W. Kastor & Sons, Kansas City, are sending out orders to a list of mail order publications and weeklies for Dr. F. E. Grant, same city. Ten lines display is being ordered till forbid.

The American Supply Company, St. Louis, advertising mail-order whisky, is sending out orders to dailies and weeklies of dailies published in the South and Middle West. One hundred line display copy is being used on a three months' campaign. H. W. Kastor & Sons St. Louis office is placing the business.

The Ellet-Kendall Shoe Company, Kansas City, has begun a campaign in a list of small dailies and weeklies published in Kansas and Oklahoma. One hundred and fifty line display copy is being ordered through the Kansas City office of H. W. Kastor & Sons.

The Mar...
as City, is
through the
Kastor & S...
issues of
lished in the
hundred li...

The Ger...
as City, i...
order pub...
and a few
September
from five
H. W. K...
placing the

The Aut...
pany Bl...
campaign Bl...
zines, hig...
and a fe...
pages will...
H. W. K...
Louis, are

The He...
as City,...
list of Su...
dailies an...
in the S...
West, adv...
line disp...
through ci...

The A...
sending c...
azines fo...
Text Book

The H...
ing out b...
lies thro...
Kansas C...

The C...
dering 7...
through O...

Scott's
als direc...

Wylie
is order...

The F...
is orderi...
the She...

The Pa...
pany is
through
Philadel...

Swam...
generall...
Bingha...

The
orderin...
Hull A...

The
N. Y.,
Askin

The Marvin Distilling Company, Kansas City, is sending out copy and orders through the Kansas City office of H. W. Kastor & Sons to start with September issues of dailies and weeklies published in the South and Southwest. One hundred lines is being ordered t.f.

The German-American Institute, Kansas City, is sending out orders to mail order publications, weeklies of dailies, and a few farm papers to begin with September issues. Display copy ranging from five to fifty lines is being used. H. W. Kastor & Sons, same city, are placing the advertising.

The Automatic Vacuum Cleaner Company, Bloomington, Ill., will begin a campaign this fall in standard magazines, high-grade women's publications, and a few high-class weeklies. Half pages will be used in the standard magazines and 90 line copy in the weeklies H. W. Kastor & Sons, Chicago and St. Louis, are placing the business.

The Herbert Distilling Company, Kansas City, is sending out orders to a list of Sunday newspapers, weeklies of dailies and mail order papers published in the South, Southwest and Middle West, advertising whisky. One hundred line display copy is being ordered t.f. through H. W. Kastor & Sons, same city.

The Allen Agency, New York, is sending out orders to the standard magazines for the American Photographic Text Book Company, Scranton, Pa.

The Home Supply Company is sending out 500 lines to Pacific Coast weeklies through the Horn-Baker Agency, Kansas City.

The Cooper Medicine Company is ordering 7,000 lines on the Pacific Coast through the Henry Webb Agency, Dayton, O.

Scott's Emulsion is ordering renewals direct.

Wylie B. Jones, Binghamton, N. Y., is ordering 5,000 lines in the West on a mail-order proposition.

The Knox Hat Company, New York, is ordering 3,000 lines generally through the Sherrin Agency, New York.

The Eckman Manufacturing Company is ordering 826 lines in the West through the Richard A. Foley Agency, Philadelphia.

Swamp Root renewals are going out generally. The Dr. Kilmer Company, Binghamton, N. Y.

The Ireland Agency, Philadelphia, is ordering 5,000 lines in the west for S. B. and B. W. Fleisher.

The Altman Company, New York, is ordering additional copy through the Hull Agency, New York.

The L. C. Bartlett Agency, Rochester, N. Y., is sending out renewals for the Askin Marine Company.

The H. Sumner Sternberg Advertising Agency, New York, is ordering newspaper space for Esco Hosiery (large cities).

The Frank Presbrey Company, New York, has secured a large appropriation with which to advertise the Hyatt Roller Bearing Company. General mediums will be used.

An extensive magazine campaign for the General Knit Fabric Company, Utica, N. Y. (Interlock Underwear), is being planned by the F. Wallis Armstrong Agency, Philadelphia. Copy is now going out for full pages, half pages and quarter pages in the leading magazines.

F. Westfal, making the Acme Safety Razor, is sending out orders for 7,100 lines to German dailies and weeklies generally through the Adolph Deimel Agency, Brooklyn.

The Republic Rubber Company, Youngstown, O., will shortly begin an extensive campaign in a large list of magazines, trade papers, weeklies and dailies, advertising Republic Staggard Thread Tires. The advertising is being placed by J. Walter Thompson, Cleveland.

The J. Walter Thompson Agency, New York, is ordering space in Iowa papers for the Green Foundry and Furnace Works, Des Moines, Ia. The same agency is sending out additional orders in new territory for the Clarke Blade and Razor Company.

The N. W. Ayer Agency is asking rates of Texas newspapers for Uneeda Biscuit advertising.

The M. Hartley Company is sending out copy to the usual agricultural list for Remington Arms and U. M. C.

Frank Seaman Incorporated is ordering newspaper space generally for *Collier's*; also 5,000 to large dailies for Liebig's Extract of Malt; and additional orders for the Regal Shoe Company.

The Morgan Agency, New York, is ordering 672 lines, two times, for the Butterick Publishing Company.

The Ireland Agency, Philadelphia, is ordering 5,000 lines in Western papers for S. B. & B. W. Fleisher, Philadelphia (Yarns).

Taking effect immediately all business of the United States Motor Company is to be placed by the H. E. Lessan Agency, of New York and Chicago. This includes all the advertising of the Columbia, the Stoddard-Dayton, the Maxwell, the Bruch Runabout and the Allen-Sampson motor trucks, which has heretofore been placed through several agencies.

TABLE OF CONTENTS

DANGERS LURKING IN THE SALES COMPANY PLAN OF SELLING, by LYNN G. WRIGHT	3
ONEIDA COMMUNITY ADS AND PAINS WITH ART WORK, by A. ROWDEN KING	10
IS ANYBODY DECEIVED BY IMITATION PERSONAL LETTERS? by WM. H. RAY	17
ADVERTISING—THE MODERN POLITICAL STUMP, by G. D. CRAIN, JR.	20
COPY WITH A PLAN BEHIND IT, by ROY B. SIMPSON	24
THE MIX-UP CENTERING ABOUT THE JOBBER, by RAYMOND W. GAGE	29
ADVERTISING REDUCED TO ITS ELEMENTS, by CHARLES F. BENJAMIN	36
MONTANA METHODS OF BOOST, by M. L. H. ODEA, Editor of <i>Greater Bitter Root</i> , Hamilton, Mont.	38
THE CONVENTION IDEA IN BUSINESS, by A. C. RILEY, Advertising Manager, Remington Typewriter Co.	44
INSIDE MAKING OF A DAILY PAPER, by JOSEPH BLETHEN, Publisher of <i>Seattle Times</i>	45
COINING CURRENT PUBLIC INTEREST INTO ADVERTISING VALUE, by HORACE GREENLEAF	55
WHY LOZIER AUTO BECOMES NATIONAL, INSTEAD OF LOCAL, ADVERTISER	58
MAGAZINES AS DEFENDERS OF BUSINESS HIGHWAYS TO CONSUMERS, by JOHN S. PHILLIPS, Publisher of the <i>American Magazine</i>	65
EDITORIAL	66
MAGAZINES A BUSINESS BAROMETER—THE MANUFACTURER'S JUGGERNAUT—THE LEGAL ASPECT OF PRICE MAINTENANCE	
PRINTED THINGS	70
THE READJUSTMENT OF AUTOMOBILE ADVERTISING, by WILL H. BROWN, Vice-President, Willys-Overland Auto Company, Toledo	72
ORGANIZED EXPORT MOVEMENT STARTED	74
"KNOCKING"—THE DESTRUCTIVE METHOD OF SOLICITATION, by F. L. Brittain	76
BUSINESS GOING OUT	88

KIMBALL'S DAIRY FARMER AND THE DAIRY GAZETTE --- CONSOLIDATED

Circulation August 1st, 55,980

I have bought the Dairy Gazette of Lincoln, Nebraska, and consolidated it with KIMBALL'S DAIRY FARMER.

KIMBALL'S DAIRY FARMER is the only dairy paper of general circulation published west of the Mississippi river.

The dairy farmers are not milk peddlers, but big farmers, raising the best stock and farming in the most scientific and modern way. They are the live wires, the money fellows, selling cream every day and always having money.

There are many good general farm papers in this territory, but there is only one way to reach these nearly sixty thousand leaders—the cream of the country—and that is through their class paper—KIMBALL'S DAIRY FARMER.

It is not an ordinary farm paper going to ordinary farmers. It's the trade magazine of the richest class of farmers on earth. They need everything that any good farmer needs—and more; and they have the cash all the time.

Any honest investigation of KIMBALL'S DAIRY FARMER, its character and field, will give it a place on every high-class advertising list in the country.

Is it worth your while to investigate, or do you prefer to go on passing up these cream farmers in the belief that you are "already covering the field?" Better let me "show you."

Advertising rates: 25 cents an agate line; full page, \$1.50.

KIMBALL'S DAIRY FARMER
JOHN ANDREWS, Mgr.
WATERLOO, IOWA

P

VOL. L

Do You Know

that the largest daily circulation in Canada is that of a *French* newspaper?

Everyone knows that the French population and language predominate in the province of Quebec, of which Montreal is the centre.

Many do not know that the largest daily newspaper circulation in the whole of Canada is that of a French paper, *La Presse*.

It is the one best advertising medium of Canada, so far as the great French field is concerned.

Are You Getting

your full share of business from this very desirable field?

The great majority of the general advertisers get maximum results from their French Canadian territory by using *La Presse*. A large number of them use it exclusively in the French field.

The largest circulation in Canada, at the lowest rate per thousand, the best service and most profitable results, are some of the things that *La Presse* has to offer to its advertisers.

A useful little booklet entitled "French Canada as a Field for Profitable Business," has just been issued and will be sent on request to anyone interested in Canadian business. Secure a copy by writing the Advertising Manager,

LA PRESSE

MONTREAL, CANADA

Wm. J. Morton Company
United States Representatives

Brunswick Building
NEW YORK

Hartford Building
CHICAGO

